LIFE

TRANSOCEANIC TRANSPORT

AUGUST 23, 1937 10 CENTS

U. S. PAT. OFF

Spend less time in the kitchen . . .

More Time WITH YOUR FRIENDS

This quick MEAL-IN-A-MINUTE makes meal planning easy

Gone are the days when tasty meals took long hours of preparation. In their place have come tempting, easily prepared dishes like this pork and bean relish . . . a Meal-in-a-Minute that keeps friends and families smiling with approval.

And why not? Van Camp's Pork and Beans, enriched with luscious tomato sauce, have added just the right flavor needed to make this satisfying meal an event whenever you serve it.

Van Camp's easy-to-serve foods, famous for seventy-six years, provide the ideal way for you to plan low-cost meals. Don't confuse them with ordinary canned foods. Taste their delicious flavor and you'll recognize the difference. Your grocer is featuring a complete assortment of these tempting table treats. Buy a supply. You'll find Van Camp's economically priced . . . lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information. For your FREE copy send name and address on a postcard to Van Camp's, Inc., 2106 South East St., Indianapolis, Ind.

Van Camp's
Meal-in-a-Minute
for September
costs only 5c a serving

PORK AND BEAN RELISH

How to make it: (1) Mix 2 cups Van Camp's Pork and Beans with ¼ cup sweet pickle relish. (2) Heat and serve on toast with olives.

Keep these Van Camp's table treats on your pantry shelf:

BEAN HOLE BEANS • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

Right! You need a laxative that COUNTERACTS GASTRIC ACIDITY, too!

"I'm a dud," wailed Mrs. Ralph Reese. "The very day we planned to go to the Fair, I have to get this sickish, headachy feeling. And it will last for days!" But her wise husband knew better. He gave her 2 teaspoonfuls of Sal Hepatica in water and soon . . .

Presto! Sal Hepatica was getting in its two-way work! For one thing, it cleanses the intestines—quickly, gently. And for another, Sal Hepatica counteracts gastric acidity, turning a sour stomach sweet again. Soon . . .

"I'm ready—let's go!" proclaimed the peppy Mrs. Reese, and off they sailed to the Fair. "Sal Hepatica certainly clears your head," she beamed at him. "And somehow, it helps your spirits, too. I feel like a million dollars now. Hereafter, I'll be as big a Sal Hepatica fan as you are!"

The secret? Sal Hepatica is a mineral salt laxative that fights gastric acidity, too. That explains why Sal Hepatica helps in so many troubles where a laxative and an acid-fighter are BOTH needed. Get Sal Hepatica today.

TUNE IN: "Town Hall Tonight"—Full hour of music, drama and fun. Every Wednesday night—N. B. C.—coast to coast.

Sal Hepatica does BOTH!

HE'S THE KIND OF HEADACHE THAT ASPIRIN WON'T HELP!
HE'S THE WORLD'S WORST CRAB. I'M QUITTING!
MAYBE HE IS RUTH, AND THEN MAYBE IT ISN'T ALL HIS FAULT.
SAY, SOME DAYS HE EVEN HATES HIMSELF.
BET THAT'S WHEN YOU'RE WORKING HARDEST ON YOUR NOISY OLD TYPEWRITER!
SURE IT'S NOISY, AND I HATE IT. BUT WHAT'S THAT GOT TO DO WITH HIM?
PLENTY, IF YOU ASK ME. THE AWFUL CLATTER OF THAT OLD-FASHIONED TYPEWRITER'D GET ANYBODY DOWN.
WHY DON'T YOU GET A REMINGTON NOISELESS ON A 7-DAY FREE TRIAL? WITH IT AND YOUR ABILITY YOU'LL HAVE HIM COOING LIKE A DOVE!
FINE LOOKING LETTER, MISS WARD. YOU'RE DOING SOME GRAND WORK LATELY. WHAT'S HAPPENED?
PERHAPS I SHOULDN'T ADMIT IT, BUT WITH THIS NEW REMINGTON NOISELESS ANYBODY COULD TURN OUT GOOD TYPING IN HALF THE TIME.
7 DAYS LATER

CHANGE a Zebra's stripes? Maybe not. But take away the rattle and clatter of ordinary typewriters and you automatically remove a source of serious nerve strain on everybody in the office!

And besides being *silent* the new Remington Noiseless is an all-around swell typewriter. Light touch. Smooth, speedy action. Originals and carbons neat as a pin. Stencils clean-cut and sharp. Tabulator system actually part of the keyboard; makes listing figures easy as typing.

Worth checking on, isn't it? We've fixed it so you can. Just phone your local Remington Rand office and say, "I'd like to try a Remington Noiseless on your special 7-day Free Trial offer." That's all there is to it—a Remington Noiseless is yours for 7 carefree days without charge or obligation. And mail the coupon now for a helpful new free book, "20 Typewriting Short Cuts."

Remington Noiseless

The Typists' Best Friend

MAIL THIS COUPON TODAY!

Remington Rand Inc., Dept. L1
465 Washington Street, Buffalo, N. Y.

Please send me your free booklet "20 Typewriting Short Cuts" and details of the 7-day free trial offer on your Remington Noiseless Typewriter.

Name_____

Street Address_____

City_____ State_____

LIFE
Aug. 23, 1937

LIFE is published weekly by TIME Inc., 330 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the postoffice at Chicago, Ill., under the act of March 3rd, 1879. Subscriptions $4.50 a year in U. S. A.

Volume 3
Number 8

Free

THIS FAMOUS DE LUXE EDITION OF THE DECAMERON

Printed from the Plates of the $17.50 Private Edition

Complete and Unabridged—Over 600 Pages—16 Illus. in Full Color and Gold

Accept This GIFT Volume as an Example of DE LUXE EDITIONS CLUB Bargains—Great Books Like This, Formerly $5 to $25, Which You Can Now Get in Exquisite New Editions for ONLY $1.69 Each!

THE DECAMERON

of Giovanni Boccaccio

Translated by Richard Aldington

With 16 Superb Plates in Full Color and Gold

by the celebrated French artist Jean de Bosschère

A supremely beautiful De Luxe Edition of one of the most famous books ever written—"THE DECAMERON"—which for nearly six centuries has towered as a peak of man's story telling.

The hundred tales spun in these pages by seven Florentine ladies and three youths are among the most fascinating in all literature. Shakespeare borrowed plot after plot from them. The clear, vivid style of their telling is as crisp today—and as widely imitated—as ever. And in this brilliant translation of Boccaccio's text you have a book which we believe will be unsurpassed in beauty, in lifelong interest, by any other in your library.

This edition, printed from the plates hitherto available only in a privately printed edition at $17.50, presents a careful and complete version of "THE DECAMERON." Lavishly illustrated with 24 full-page plates—16 of them in full color and gold. Size 6¾″ x 9½″—608 pages. Richly bound in De Luxe black silk pattern vellum, stamped in gold, with stained page tops. One of the most sumptuous books this Club has ever issued. And you may now have it FREE!

THIS magnificent volume is being sent entirely free to new members of The De Luxe Editions Club. Membership will *also* bring you, each month, a striking new De Luxe Edition of a great book formerly priced at $5 to $25—for the *one standard price* of only $1.69 each! Furthermore, Charter Memberships in the Club are still open and new members need pay *nothing* to join!

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The books you will receive are not quickly-forgotten novels. They are works of outstanding interest and lifelong worth. Books which will become "foundation books" in the thoughtfully planned, constantly growing library you have always longed to acquire. Books of lasting importance, representing a liberal education in particular subjects of endless fascination—sumptuous editions of famous works on literature, art, music, history, science, travel.

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Throughout the country, De Luxe Editions Club books are already famous for their luxurious bindings, rich contents, permanent value. In size they average 6″ x 9¼″. Frequently they are even larger. Their pages, numbering from 500 to 600 to often over 1000, are in many cases gorgeously illustrated in color with paintings by the foremost artists; at other times with fine drawings and photographs. And every volume is *complete, unabridged.*

How are such values possible? Only because America's leading publishers are allowing the Club to use the *original,* first-edition plates of modern books—or, as in the case of "The Decameron," the plates of special, private editions. And contemporary authors have agreed to smaller royalties.

What are a few typical examples of these remarkable values? Recent De Luxe Editions have included such bargains as "Great Works of Art," *formerly $5.00;* Chaucer's "Canterbury Tales," in modern English, and with 25 full-page drawings in color by Rockwell Kent, *formerly $25.00;* "The Book of Old Ships," illustrated by the famous marine artist Gordon Grant, *formerly $20.00;* and "Stories of the Great Operas," *formerly in three volumes at $10.50.* Similar values will be offered in coming months—*all* at the standard low price (guaranteed to Members only) of $1.69 each, plus few cents postage.

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We believe that you, like ten thousand others, will be glad to acquire a beautiful library of de luxe books at such remarkable savings. Surely you, too, wish to build up a permanent collection of volumes that will delight you always, and inspire your children in the years to come. Therefore we invite you to accept, free, a Charter Membership in The De Luxe Editions Club!

Send no money with the Special Gift-Book Coupon Below. Your *free* copy of "The Decameron" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio" a monthly magazine of interest to all book-lovers. "The Folio" is free, to Members only. Each month it tells unusual facts about the current Book Selection. And it reviews the coming month's selection as well. Thus Members always know in *advance* what the next book will be. Your subscription for "The Folio" will begin at once, without cost. Mail the coupon below!

THE DE LUXE EDITIONS CLUB
Dept. 8L Garden City, N. Y.

SPECIAL GIFT-BOOK COUPON

THE DE LUXE EDITIONS CLUB
Dept. 8L, Garden City, N. Y.

I wish to join The De Luxe Editions Club. In consideration of my enrollment as a Charter Member at this time, you are to send me at once, absolutely free, my gift copy of "THE DECAMERON."

My membership will bring to me each month for an entire year the Club's De Luxe Selection—a book that formerly sold for $5.00, $10.00, or even more—but which I am to have for only $1.69 plus the few cents postage.

You are also to send me each month the members' exclusive publication, THE FOLIO, which reviews the current and forthcoming selections.

Name .....

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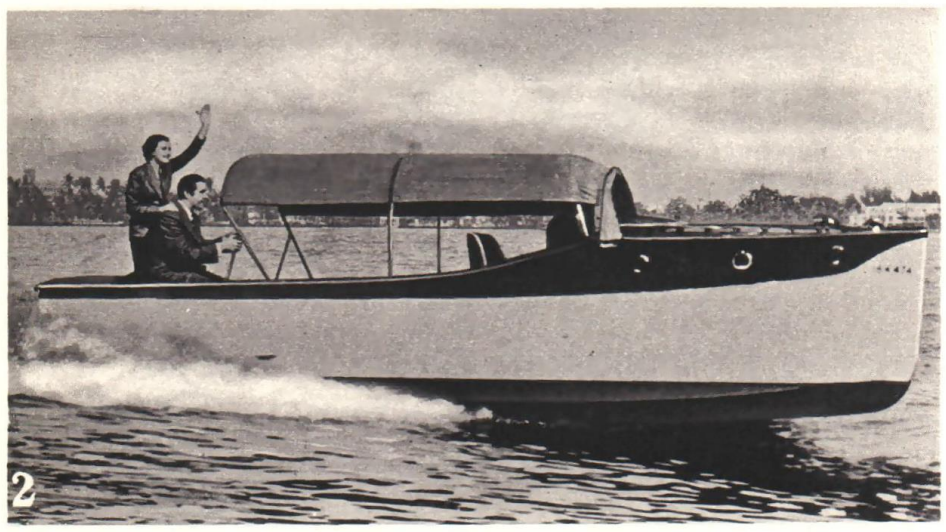
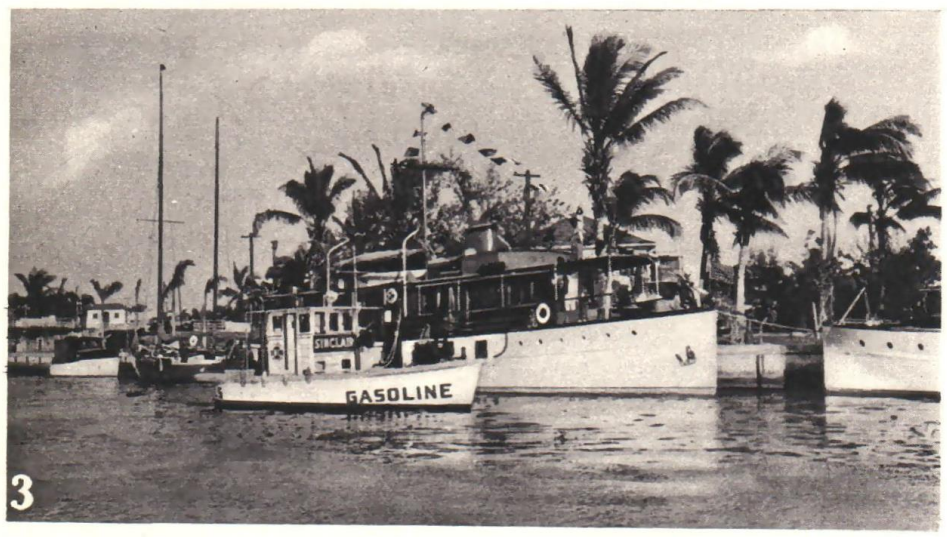
John Boles and Doris Nolan, featured in the Universal Picture, "As Good as Married", get a new idea of the . . .



. . . fun of motor boating from H. Paul Prigg, famous builder and racer of "Prigg" Boats, who uses . . .



. . . Sinclair Opaline Motor Oil exclusively. And, in fact, 50 leading marine engine manufacturers endorse the use of Sinclair oils. You can get for your car . . .

. . . the same high-quality Sinclair Motor Oils at your nearby Sinclair dealer's. For safe, low-cost operation for your car, ask your Sinclair dealer for Sinclair Opaline or Sinclair Pennsylvania Motor Oil.

LETTERS TO THE EDITORS

"We Like Peace"

Sir:

When I looked on page 66 and 67 of your July 26 issue, the Camera Oversea, I was amazing at the title and the descriptions about the Chinese-Japanese incident near Peiping. I am a Chinese. I must confess that I do not like what the Japanese warlord had done to us. But on the other hand we do not want to find war with Japan right now because we have not sufficient preparation; moreover, we like peace. That is the reason why we suffered so many aggressions from Japan without answer in the recent years. In the nearest incident the Japanese ask the opening of a small Chinese City at midnight and search for one of their soldiers who has lost during the night maneuvers which is not allowed by any treatise. What the Japanese means search is to enter any citizens home when they like and do what they want to do; they do that even at Shanghai. Chinese ought not to promise such a request and Japanese fires began. The Japanese soldier was found after the incident.

I do not know whether the American can bear or not if Japanese engaged in night maneuvers near Chicago and do what they like to do in that area. I do not think they can. Of course I must blame China that she has not put enough money to develope her news. Most of the news about Orient come here from Japan and say that they are right anyhow.

I am sorry that I can not express my mind clearly in English language but I hope you can understand.

CHOW YUEH

Ithaca, N.Y.

Inland Skippers

Sirs:

Many thanks for your article on the America's Cup Races, past and present (Aug. 2). Your article enabled us inland skippers to enjoy to the utmost this yacht race of all yacht races.

Yours for more sailing pictures.

BENJAMIN REES

Omaha, Neb.

Vermont

Sirs:

May I congratulate you upon your excellent selection of pictures depicting Vermont and Vermont life appearing in your issue of July 19. There is, however, a small error in one of your captions. On page 50 the reproduction of Luigi Lucioni's *Vermont Classic* is said to have Mount Mansfield in right distance. But it's not Mount Mansfield, it's Camel's Hump, a peak some miles south of Mansfield.

ALAN SWEENY

St. Michael's College

Winooski Park, Vt.

Sirs:

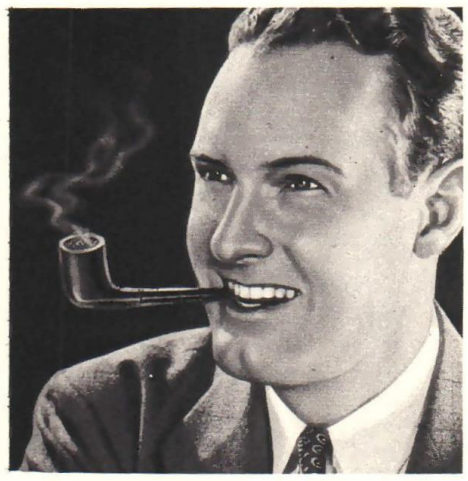
I have received a copy of the July 19 issue of your interesting publication in which you have found space, and a liberal one for the Vermont Country Doctor with me as the subject. Be assured of my grateful appreciation. It may be gratifying for you to know that the magazine is meeting with unlimited sales in this section of Vermont. I do not attribute this to the prominence given to me but for the worth of your esteemed publication.

W. SCOTT NAY, M.D.

Underhill, Vermont

(*continued on p. 7*)

TONGUE BITE GONE!



Exclusive Edgeworth Method

PROCESS-AGING

Is Changing Smokers' Ideas

WE guarantee Edgeworth will not bite the tongue. That is a strong statement, but we are willing to prove it at our risk.

The use of the finest Burley tobaccos alone will not prevent tongue bite. It's the processing that does it. As every tobacco expert knows, pipe tobacco can be rushed through the plant and save big sums of money. But Edgeworth is not made that way.

Our method is PROCESS-AGING—a process as vital as the aging of old wines. There are twelve required steps, each under scientific control. It takes 4 to 7 times as long as might seem necessary. But that's how we guarantee that Edgeworth will not bite the tongue.

We ask you to try it under our money-back guarantee. If Edgeworth bites your tongue, return it and get your money back. Isn't that fair enough?

NOTE: There are three kinds of Edgeworth for you to choose from:

1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.

2—Edgeworth Plug Slice—for the pipe smoker who likes to crumble the tobacco in his hands until it's just right for him.

3—Edgeworth Jr.—for the pipe (and cigarette) smoker—the same tobacco also Process-Aged, but cut for "roll your own" and manufactured to give a milder, more free-burning smoke.

EDGEWORTH AND EDGEWORTH JR.

Smoking Tobaccos

A floor that looks expensive—but isn't—for it's Adhesive Sealex Linoleum, "Nite," No. A7388—"Personal-ized" *with some of the new, ready-cut Sealex Insets! See Floor Plan below.*

New!...Individual!...Inexpensive!

PERSONAL·IZED FLOORS of ADHESIVE SEALEX LINOLEUM

TRADEMARK REGISTERED

Something new under the sun! The chance to design your own Sealex Linoleum Floors —yet pay little more than you would for floors without the personal touch.

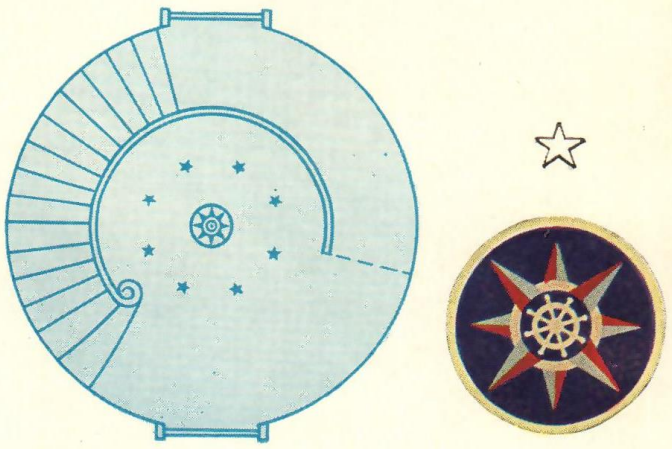
Truly an inspiration! The makers of Adhesive Sealex Linoleum said, "we'll cut ships, stars, crescents and many other gay designs from our gorgeously colored linoleums. We'll call them Sealex Insets and they'll be Color Correlated with our Sealex patterns. Being ready cut, we can provide them at very low prices!"

Now these new, inexpensive Sealex Insets are ready for you! Ready to be set in a Sealex Floor, *according to your design!*

The low cost of a Personal-ized Floor of Adhesive Sealex Linoleum will surprise and delight you! For this is the patented*, inlaid linoleum which effects savings of as much as 20%, *because it has adhesive on the back,* applied at the factory.

See your Sealex dealer about Personal-ized Floors. And send 10c for illustrated book, "*Match your Rooms to your Personality.*" Congoleum-Nairn Inc., Box L1, Kearny, N. J.

*Pat. No. 1,970,503

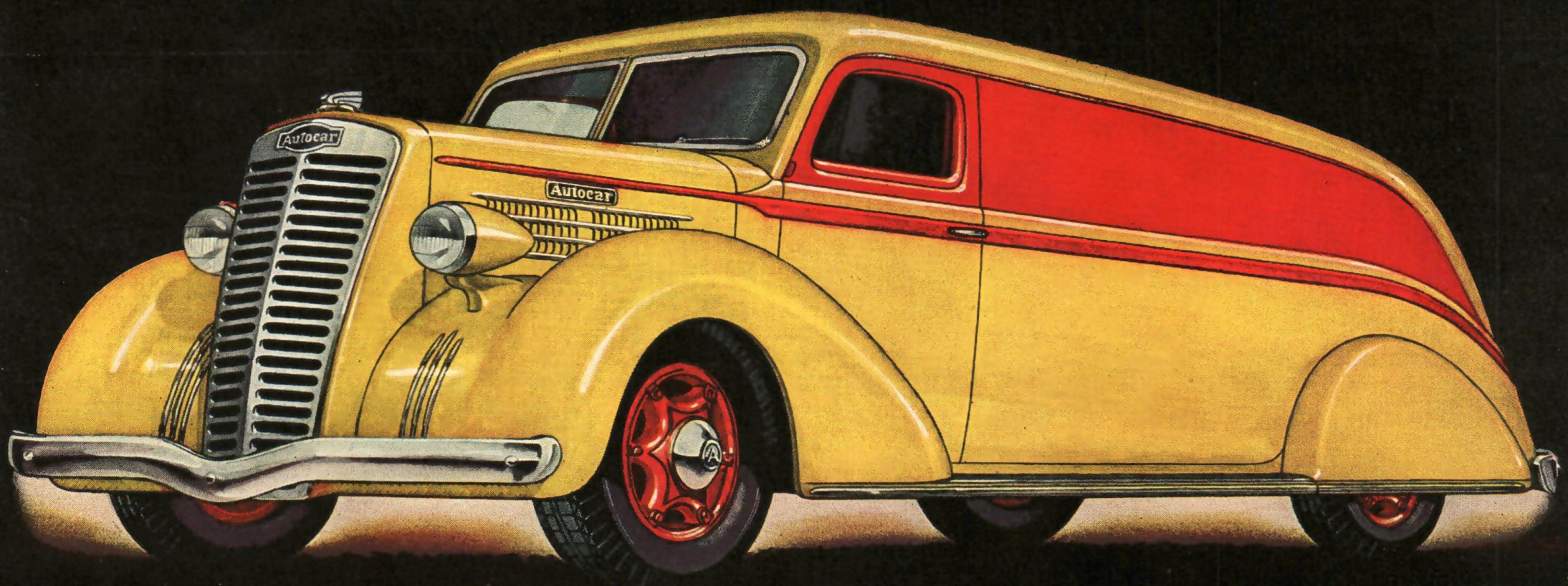


FLOOR PLAN: Notice how the chief architectural feature of this hall—its circular shape—is cleverly accentuated by the arrangement of the Sealex Insets in the floor—a "Compass and Wheel" design, circled by 8 Ivory Stars.

THE MODERN FLOOR IS A PERSONAL·IZED FLOOR OF SEALEX INLAID LINOLEUM

A low-priced, light-duty truck is one thing . . . but a medium-priced, light-duty Autocar is a thing apart.

"FOLLOW THE LEADERS FOR THEY KNOW THE WAY"



AUTOCAR TRUCKS, Ardmore, Pa. *Branches in Leading Cities*

We are supplementing our national system of Branches by appointing a few Distributors who have good financial ratings

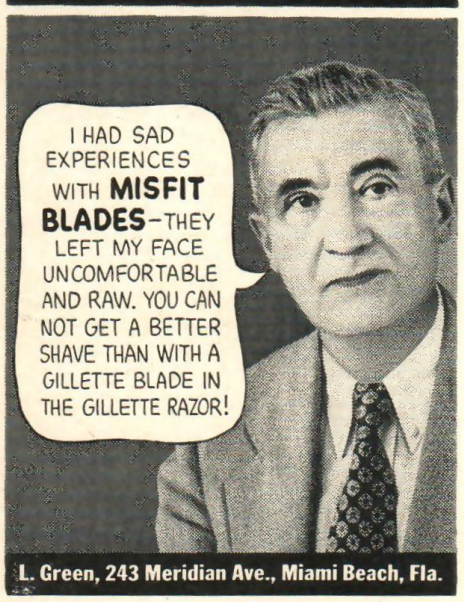
"Misfit Blades Gave My Husband Poor Shaves"

— says Boston Woman

Wives, too, write letters praising teamwork of Gillette Blade in Gillette Razor

MISFIT BLADES
SCRATCHED MY HUSBAND'S SKIN AND MADE IT TENDER. THEN I BOUGHT HIM GILLETTE BLADES FOR HIS GILLETTE RAZOR AND HE REALLY ENJOYS HIS MORNING SHAVES NOW!

Mrs. W. Blanchfield, Charles St., Boston, Mass.

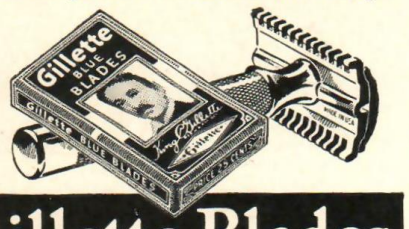

I HAD SAD EXPERIENCES WITH MISFIT BLADES—THEY LEFT MY FACE UNCOMFORTABLE AND RAW. YOU CAN NOT GET A BETTER SHAVE THAN WITH A GILLETTE BLADE IN THE GILLETTE RAZOR!

L. Green, 243 Meridian Ave., Miami Beach, Fla.

End Your Shaving Troubles

— shave the "All-Gillette" way

MISFIT blades are often the real cause of annoying shaving troubles. Here is why. Shaving edges of a MISFIT blade may be over-exposed, leaving your face raw and sore. Or, if the edges are not exposed enough, they miss some of the bristles, leaving you with a half-shaved appearance. Why take chances? Use genuine Gillette Blades in your Gillette Razor. They are made for each other—"matched" to work perfectly together in giving you cool, comfortable shaves. Buy Gillette Blades for your Gillette Razor today!



Gillette Blades

Precision-made for the Gillette Razor

LETTERS TO THE EDITORS

(continued)

Fine Families

Sirs:

Thanks very much for the splendid way you depicted our little City and Great Community (Aug. 2).

The pictures were very representative and fine, and your description of the pastoral scene on the Schumacher farm was almost biblical. And that's the kind of people they are. There must be many such fine families as the Schumachers, but appreciation is so seldom heard by those that are deserving.

E. E. STEPHENS, M.D.

Eureka, S. D.

Great Plains

Sirs:

As a reader of LIFE Magazine since last November I feel that some comment should be made on the space that you are giving the Great Plains in your magazine.

As a general rule we people in this part of the country are obliged to read, perhaps more than we care to, about Eastern and metropolitan places and such as that, and it is certainly very interesting to find that you give so much space to our part of the country.

I was very much interested in your write-up on the pageant held every summer at Bayard, Neb., known as the "Gift of God." And last week your pictures and article on Eureka, S. D. were interesting to me, inasmuch as I have traveled over that country and know that your story is true.

R. O. SMITH

Alliance, Neb.

Wrong Scout

Sirs:

In the July 19 issue, you carried numerous photographs and items covering Boy Scout activities at Washington and on page 29 there was a picture of one of the boys entitled, "Tying Knots." This photograph happened to be that of my son Charles Simons, but through some error you carried the name as Charles Guinans. This did not particularly disturb the boy, but two grandparents and 22 uncles and aunts nearly had a fit.

J. C. SIMONS

Fort Worth, Tex.

Tabor's Coach

Sirs:

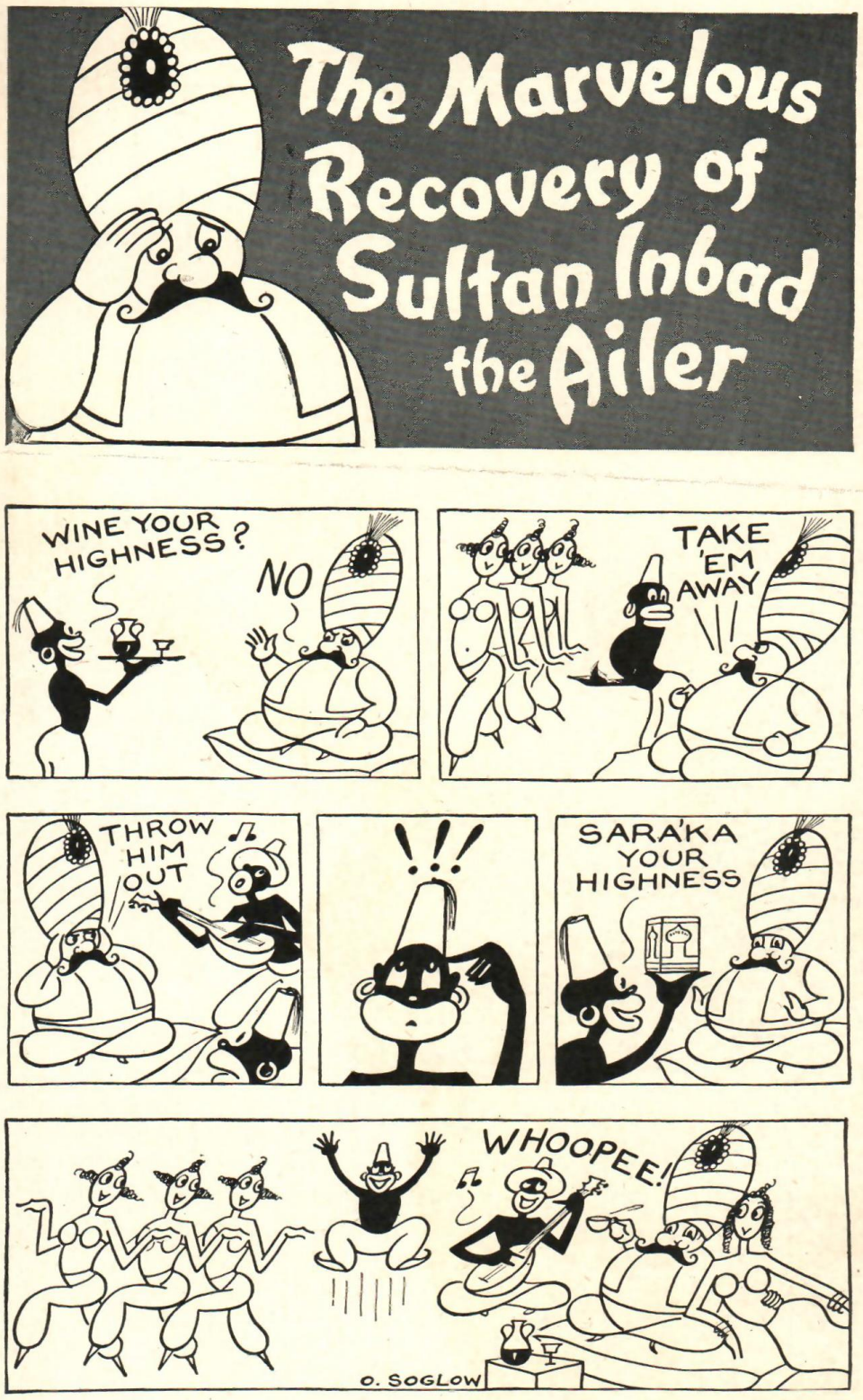
In the July 26 issue, your excellent picture and caption of the Tabor Academy crew, winner of the Henley cup this year, was a worthy testimonial to the record of a brilliant crew.

However, no mention was made of the coach, Roderick Beebe, Yale '08. This man, for several years a successful businessman, joined the Tabor faculty because of his love for working with boys. This year's crew is the result of his ever-improving technique.

I believe we should take our hats off to Roderick Beebe, the best schoolboy-crew coach in the country.

KENNETH M. BOUVÉ

Dallas, Tex.



OF COURSE, Sultan Inbad the Ailer is imaginary. The only truth in the story is that Saráka* does give *real benefit* to a great many people who suffer from CONSTIPATION.

You open the Saráka tin . . . measure out a teaspoonful of the tiny granules . . . swallow them easily with a glass of water. Inside the intestines, these granules absorb water and gradually expand into soft, smooth BULK. This extra bulk encourages lazy intestinal muscles to get busy and *exercise* — helps those muscles perform their important duty *thoroughly*. Moreover, Saráka contains a specially treated cortex frangula which mildly stimulates the intestinal muscles. Result—Bulk plus Motility.*

The coupon below will bring you a free trial-size tin of Saráka—enough for a test lasting two or three days—enough to show you Saráka's pleasing action. Most users recall their healthy childhood when constipation was something they never thought of. Mail the coupon to-day.

SARA'KA

SCHERING CORPORATION
Dept. 363, Bloomfield, N.J.

Canadian Address: Schering (Canada) Ltd. P. O. Box 358, Montreal, Que.

Sign below for a free trial-size tin of Saráka. Offer good only in U.S.A. and Canada.

NAME.....

ADDRESS.....

.....

Accepted and Approved — 4853 — Good Housekeeping Bureau

*Reg. U. S. Pat. Off.
Copyright 1937, Schering Corporation

AVOID IMITATIONS—MAKE SURE YOU GET GENUINE SARÁKA

MODERN MOTHERS PRAISE NEW NUCOA!

WHOLESOME NEW-TYPE MARGARINE TASTES DELICIOUS ON BREAD . . . ENRICHES COOKING . . . KEEPS LIVING COSTS DOWN

MOTHERS CAN HAVE EVERY CONFIDENCE in New Nucoa. It is a pure *vegetable* margarine, made from American farm products. It is approved by Good Housekeeping Bureau and accepted by the American Medical Association, Council on Foods.

RATES HIGH IN FOOD-ENERGY. Each pound of Nucoa supplies 3,400 food-energy calories—as many as the most expensive spread for bread! Nucoa has its place—with milk, eggs, fruits and vegetables—in the balanced diet every growing child requires.

YOUR SAVINGS ON NUCOA—pound by pound—add up in time to a goodly sum. It makes a real difference in the cost of feeding your family! Nucoa—so wholesome, always so fresh and sweet—is different from ordinary margarines. It is a modern food, perfected after years of research.

REALLY LUXURIOUS FOR COOKING! The delicate goodness you taste in Nucoa on bread, toast or waffles makes it perfect for cooking, too. The velvety, light cakes you make with Nucoa are rich in flavor. Nucoa enriches hot vegetables . . . makes marvelous sauces and confections.

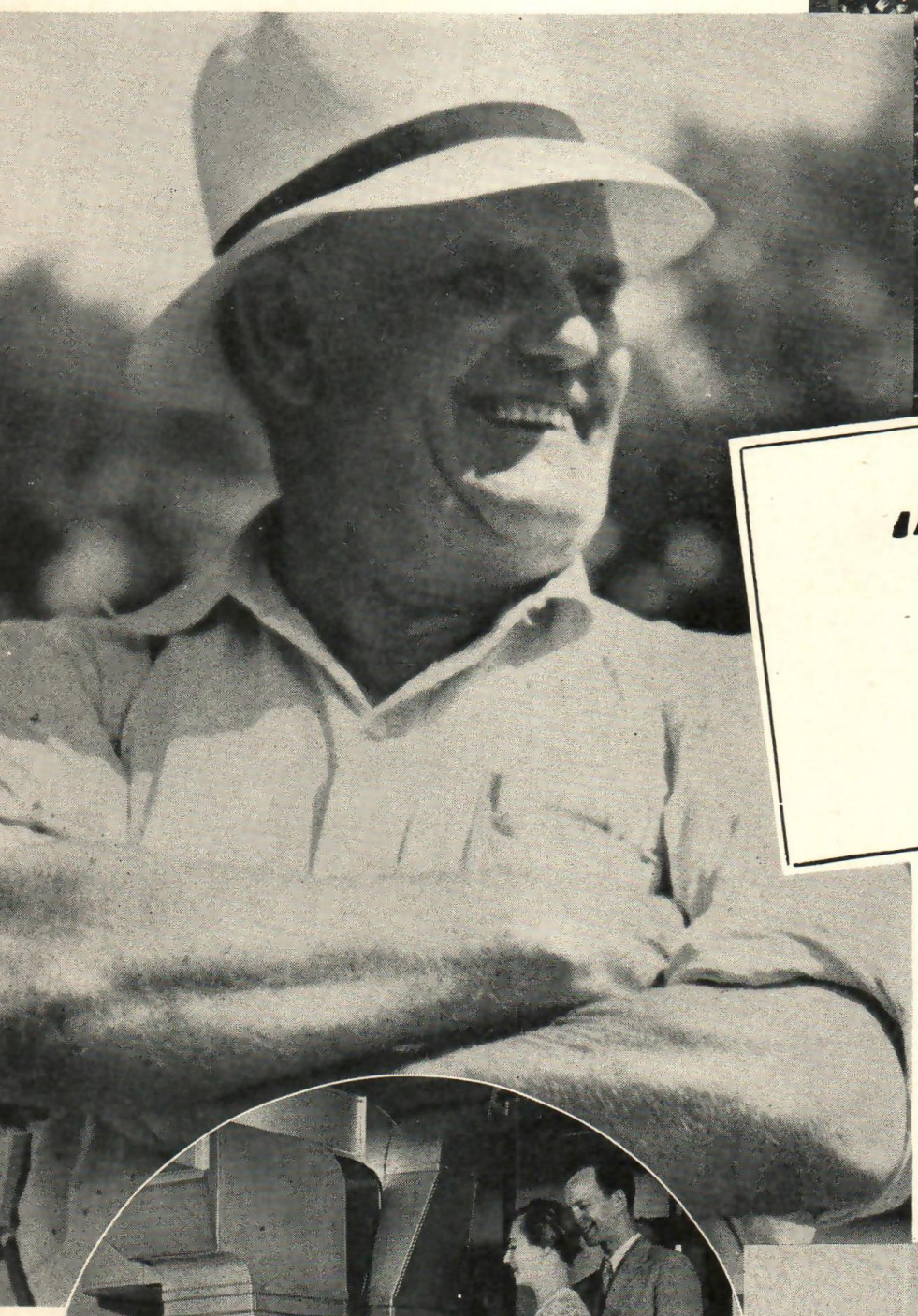
THE WHOLESOME "THRIFT SPREAD" FOR BREAD. Churned by The Best Foods, Inc., makers of Hellmann's and Best Foods *Real* Mayonnaise.

AN EXTRA HOUR OF SLEEP IN THE MORNING! "I certainly appreciate the General Electric Gas Furnace on behalf of my husband. He used to get up at six A. M. to stoke the furnace before going to work. Now he has an extra hour of sleep in the mornings. He calls the furnace—'His Best Friend'.

"The equipment is so good-looking that it is part of my furnishings and I use the top for flowers.

"We installed the G-E Gas Furnace two years ago after being inconvenienced for nine years. That was the wisest investment we ever made."

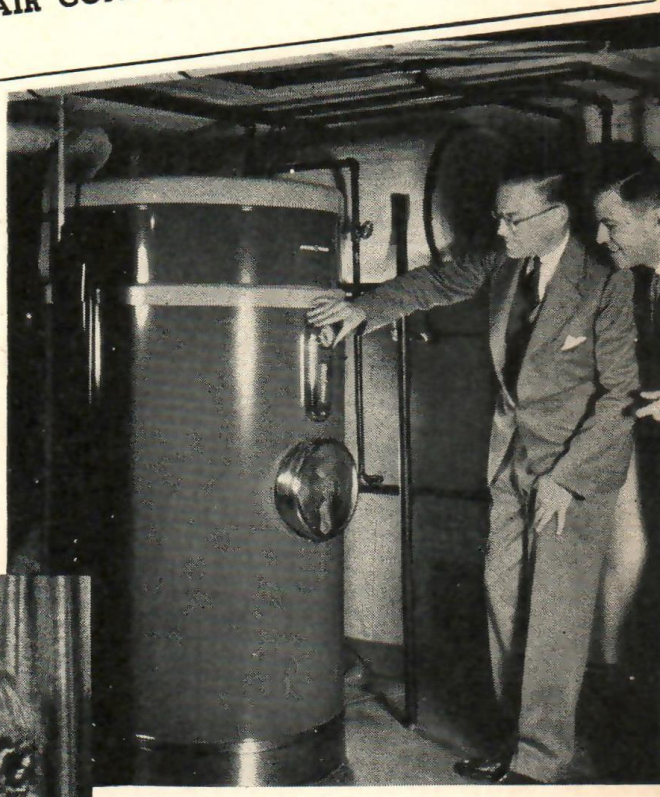
Mrs. Fred Pohl, *Woodcliff, N. J.* →

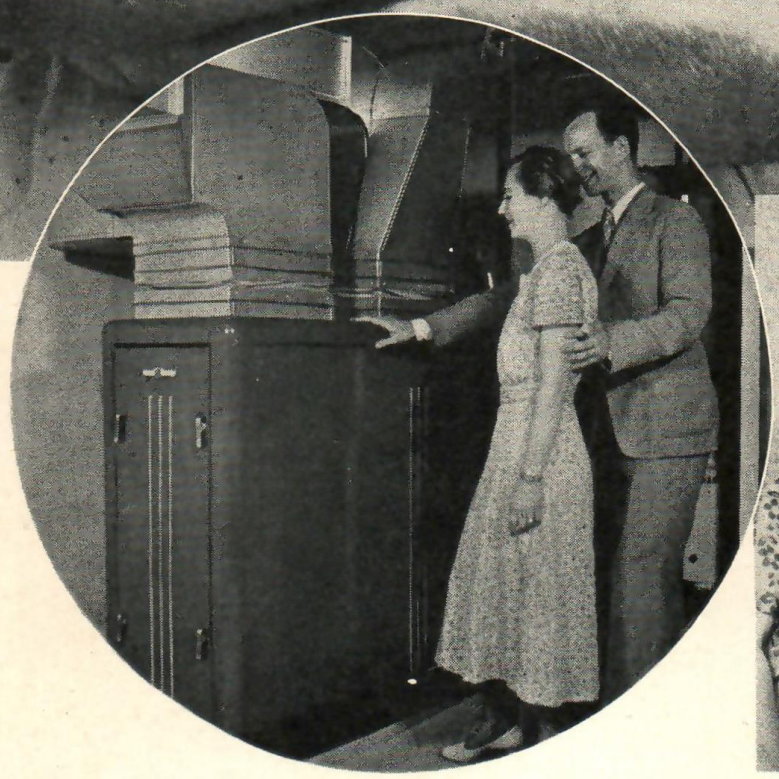


"THE BEST INVESTMENT I EVER MADE!"

HOME OWNERS TELL WHY THEY PREFER GENERAL ELECTRIC AUTOMATIC HEAT AND AIR CONDITIONING

←"I have built over 1,000 small houses in Albany and vicinity during the last 40 years. Since 1934 I have been installing G-E Oil Furnaces in my dwellings, which has in many cases sold them before completion. My four family apartment house was also fully rented long before it was finished. I consider G-E Oil Furnaces the best investment I ever made."
Karl E. Finke, *Albany, N. Y., Builder*





NO ONE NEEDS TO "LOOK AFTER" THE FURNACE. "I am away from home a lot and have found it quite upsetting to be worrying about a 'sick' furnace, frozen water pipes, and the state of my family's health.

"Now—thanks to my efficient G-E Oil Furnace!—I am relieved of all that!

"Heat and hot water are supplied automatically, and no one needs to 'look after' the furnace. The efficient G-E Thermal Control valve acts as our furnace man."

C. J. Baker, *Detroit, Mich.*

COSTS APPROXIMATELY $85.00 FOR 6-ROOM HOUSE! "Starting out as bride and groom in a home purchased on the long time plan, our first consideration was the heating system. We wanted the best in automatic heating and, naturally, chose the General-Electric Gas-Fired Warm-Air Conditioner.

"After our first winter we feel more than satisfied with our decision. It cost us approximately $85.00 to heat our six-room house and attached garage—which fits in with our limited budget."

William F. Maxfield, *Philadelphia*

FINEST SOLUTION FOR WOMEN LIVING ALONE! "We used to have a pipeless heater which needed a lot of attention. It meant running to the basement a dozen times a day. We came up with black hands and tired backs.

"Since installing the G-E Oil-Fired Warm-Air Conditioner, in 1935, we have enjoyed a warm house without labor. This is the finest solution for women living alone."

Florence H. Wilde

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SPEAKING OF PICTURES . . .

For photographic splendor, no sight in the world offers better subject material than Niagara Falls. An Italian photographer, Stefano Bricarelli, took this powerful and brooding picture from the deck of *The Maid of the Mist.* Such pictures rate high with periodicals in Europe, where Niagara is still the best-known U. S. landmark. Only the lower Manhattan sky line has in late years been encroaching upon its popularity. Erosion is gradually breaking down the Falls, heaping up the pile of ledge rock seen above.

. . . EVERYBODY SNAPS NIAGARA FALLS

Foreigners took most of the pictures of Niagara Falls on these pages. They were among the millions of tourists from every part of the world who, camera in hand, converge on this, one of America's great natural wonders, one of its most imposing photographic subjects. These photographers come in cars and trailers over "The Honeymoon Trail" (U.S. Route No. 20), by Pullman and bicycle. Tourist trade—and with it Niagara Falls film footage—will this year equal or exceed 1929. Business began picking up in 1935, jumped 50% in 1936, will easily jump another 20% in 1937.

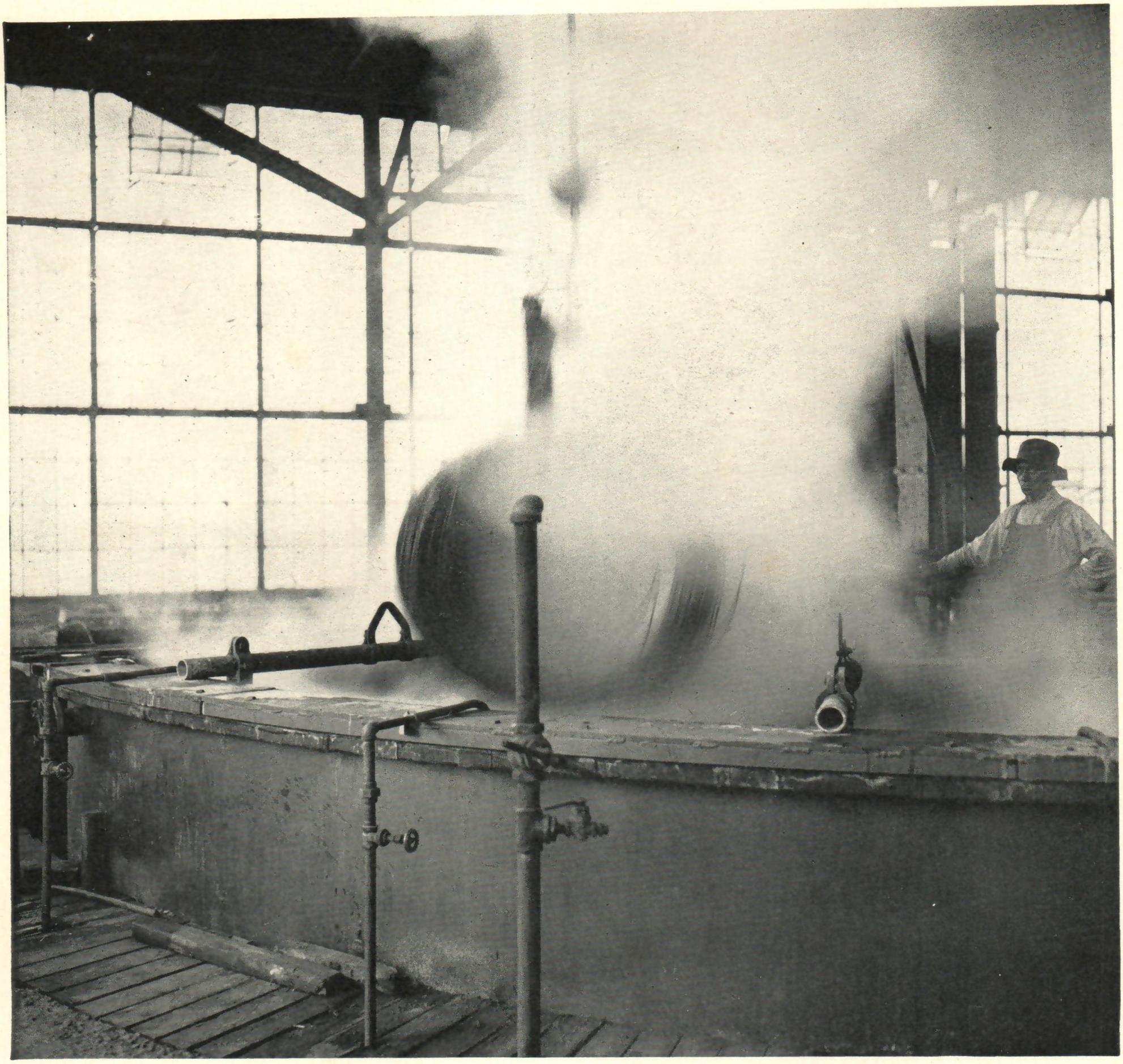
Despite sophisticated laughter aimed at Niagara honeymoons, they are still enormously popular, still make prized album photographs. Honeymooners may be snapped against billboards advertising "Niagara's Finest Honeymoon Cabins, Each with Private Bath and Shower." Or against "Honeymoon Canteen—Breakfast Served." One reason for this popularity is that Niagara is still one of Nature's grandest spectacles. Another is, rates are fairly cheap. You can get rooms for $2 a night and up. A ride around the beautiful gorge in *The Maid of the Mist* for 75¢ offers a photographer's paradise. Allowing $5 for camera, film and developing, you can have a complete two-week camera honeymoon at Niagara for $100.

600 weddings a year are performed at Niagara Falls, many of them tourists. This will probably be a record year, with 449 licenses issued in the first seven months. The wedding above was performed Aug. 4 on *The Maid of the Mist*, Niagara sight-seeing boat, as a publicity stunt. Oilskins protect bride, groom, preacher and witnesses from spray.

At the bottom of the Falls the spray is so heavy that visitors, who descend on an elevator, must rent oilskins. This young woman neglected to do so, hence must protect herself with her moleskin coat. Guides will lead her to the Cave of the Winds behind the Falls.

Cameras are carried by most Niagara tourists. Since rented raincoats at the Falls have no pockets, many cameras are ruined by mist and spray. On a single day at Niagara you can see every sort of camera equipment, running from 98¢ drugstore Brownies to $300 Leicas.

"The Maid of the Mist" has been ploughing up and down the Niagara River for 57 years. The trip lasts half an hour. It takes you up the magnificent gorge to the base of the American Falls, then to foot of the Horseshoe. Passengers get drenched if they don't wear raincoats.



Hot acid handled as easily, safely as water

A typical example of Goodrich improvement in rubber

STEEL MILLS and chemical plants used to have destructive acid puddles on floors, danger to workers from leaking acid, constant expense for repair of wood or brick acid handling equipment.

Then Goodrich invented a way to attach rubber to steel with an inseparable bond. With this as a starter, Goodrich engineers developed a rubber lining of layers of soft and hard rubber, applied this to steel with the new bond, and the first safe and leak-proof acid handling equipment was a reality.

Today, in hundreds of plants, this equipment plus other new types of Goodrich tank linings are handling even hot acid and violent nitric acid, as easily and safely as though they were water—saving all money formerly spent for tank repairs, ending acid danger to workers, improving production schedules.

Whether or not you use acid equipment, this Goodrich development is important to you who buy wisely because it illustrates the constant research which goes on at Goodrich. This research is always resulting in developments in belting, hose, and all Goodrich mechanical rubber goods, to make them last longer, serve their purpose better, and prove greater values for the buyer. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich

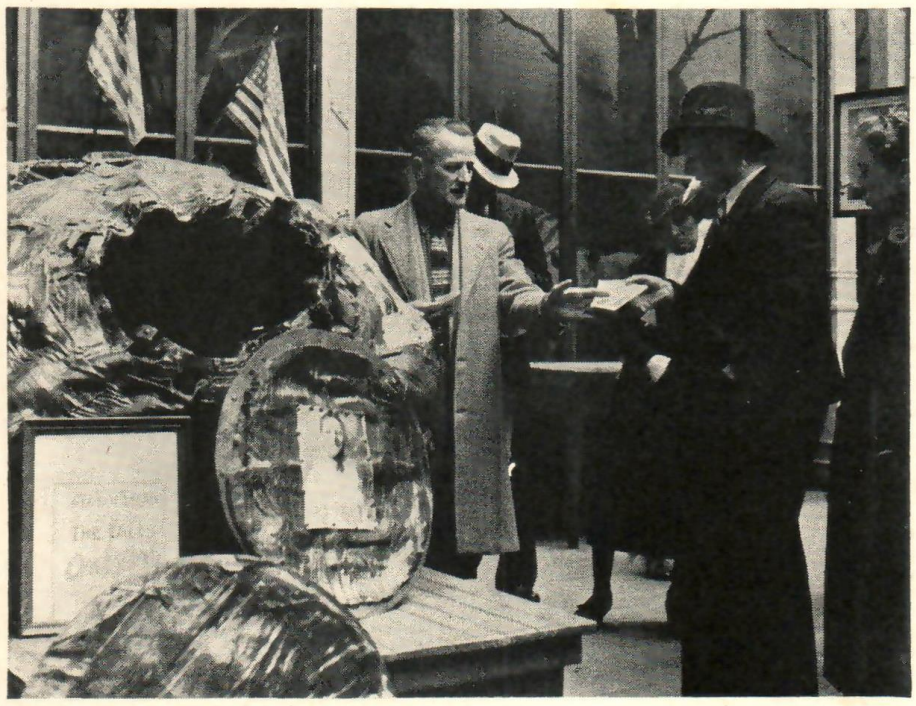
ALL *products problems* IN RUBBER

SPEAKING OF PICTURES

(continued)

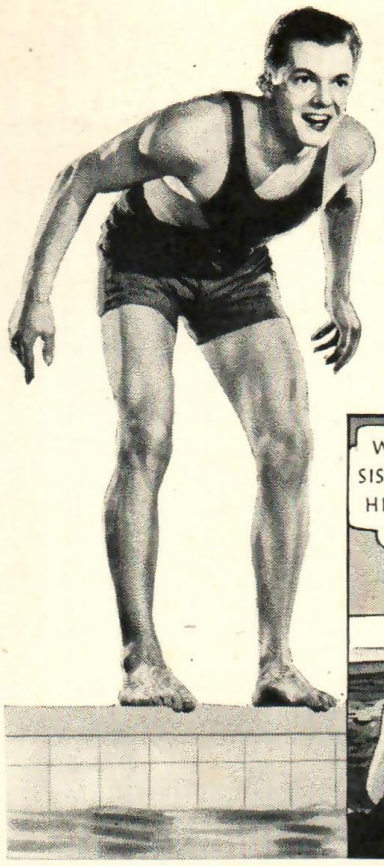
More oil paintings, according to German Photographer Kurt Severin, are made in Niagara than in any other U. S. city.

Honeymoon photos before a canvas backdrop are a Niagara specialty. Pictures are finished in 10 minutes, cost 25c.



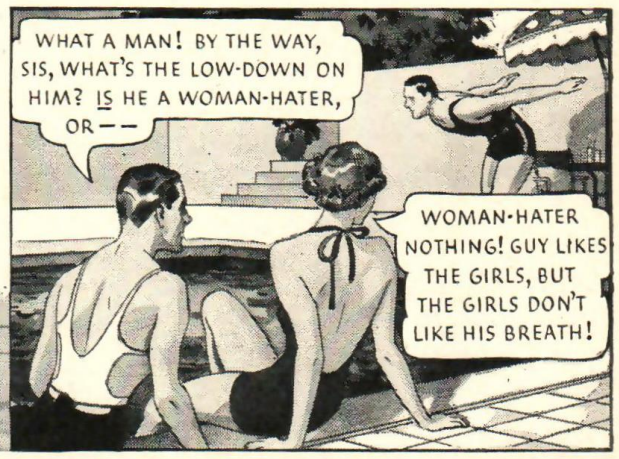
Last of the daredevils who went over the Falls in a rubber ball is Jean Lussier, Alsatian Olympic ski jumper, here selling post cards of himself in a small local museum. His announced leap for July 4 was halted by Niagara Falls officials.

An early wire-walker across the Falls was Clifford M. Calverley. At 69, he wants to repeat in October the stunt he performed 45 years ago. Daredevils everywhere want to swim, leap or swing across on wire to get their pictures in the papers.

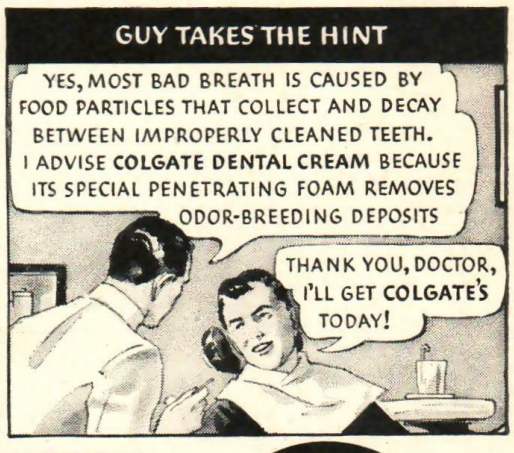


WOMAN HATER?

THAT'S WHAT MEN THOUGHT
–BUT GIRLS KNEW BETTER!..

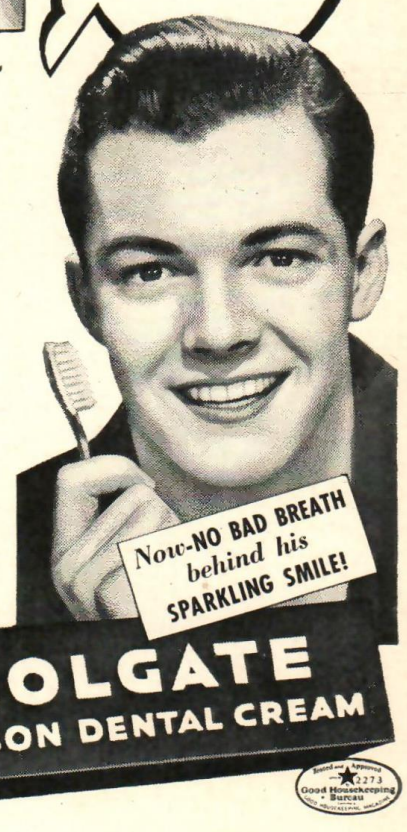

WHAT A MAN! BY THE WAY, SIS, WHAT'S THE LOW-DOWN ON HIM? IS HE A WOMAN-HATER, OR––
WOMAN-HATER NOTHING! GUY LIKES THE GIRLS, BUT THE GIRLS DON'T LIKE HIS BREATH!

HER BROTHER TAKES A HAND
SIS IS A SWELL GIRL... FUSSY ABOUT THINGS LIKE BAD BREATH, OF COURSE. SHE SAYS HER DENTIST TOLD HER––
IS THAT A HINT FOR ME?


GUY TAKES THE HINT
YES, MOST BAD BREATH IS CAUSED BY FOOD PARTICLES THAT COLLECT AND DECAY BETWEEN IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE ITS SPECIAL PENETRATING FOAM REMOVES ODOR-BREEDING DEPOSITS
THANK YOU, DOCTOR, I'LL GET COLGATE'S TODAY!

SEVERAL WEEKS LATER
JUST HEARD THE GOOD NEWS ABOUT YOU AND SIS, GUY. GOOD LUCK!
THANKS! I OWE ALL MY GOOD LUCK TO YOU...
AND TO COLGATE'S!

...AND NO TOOTHPASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!



Most Bad Breath Begins with the Teeth!

Tests prove that 76% of all people over the age of 17 have bad breath! And the same tests prove that most bad breath comes from *improperly cleaned teeth.*

Colgate Dental Cream, because of its special *penetrating* foam, removes the *cause*—the decaying food deposits in hidden crevices between teeth which are the source of most bad breath, dull dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens enamel—makes teeth sparkle!

20¢ LARGE SIZE
Giant Size, over twice as much, 35¢

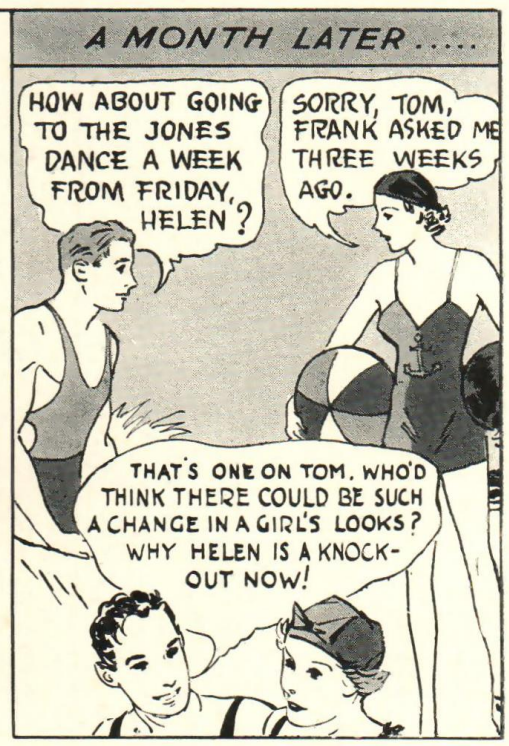
COLGATE RIBBON DENTAL CREAM

Good Housekeeping Bureau 0273

THEY CALLED HER "HORSE-TOOTH" HELEN UNTIL-

TOM MIGHT HAVE ASKED MY COUSIN, TOO. SHE NEVER GOES ANY-WHERE.
AND LET ALL THE GANG KID ME? NOT ON YOUR LIFE!
THEY CALL HER HORSE-TOOTH HELEN.

JANE GIVES HELEN A GENTLE HINT..
I'VE BROUGHT YOU A WONDERFUL TOOTH PASTE, HELEN, THE KIND BROADWAY MODELS USE. I THOUGHT MY TEETH WERE PERFECT BUT IT HAS IMPROVED THEIR LOOKS 20%. WHY DON'T YOU TRY IT?
I WILL MAYBE IT WILL GET RID OF THAT YELLOW LOOK MY TEETH HAVE


A MONTH LATER.....
HOW ABOUT GOING TO THE JONES DANCE A WEEK FROM FRIDAY, HELEN?
SORRY, TOM, FRANK ASKED ME THREE WEEKS AGO.
THAT'S ONE ON TOM. WHO'D THINK THERE COULD BE SUCH A CHANGE IN A GIRL'S LOOKS? WHY HELEN IS A KNOCK-OUT NOW!

Miss CARROLL BRADY, lovely New York model, says:

THE LOVELY MODELS IN OUR NEW YORK STUDIOS CAN NOT TAKE CHANCES WITH THE LOOKS OF THEIR TEETH, FOR THE CAMERA DOESN'T LIE. IT SHOWS THEM JUST AS THEY ARE. BY EXPERIENCE, MODELS HAVE FOUND THAT LISTERINE TOOTH PASTE GIVES EXCEPTIONAL WHITENESS AND MARVELOUS LUSTRE, YET NEVER DAMAGES DELICATE ENAMEL. THEY CALL IT THE BEAUTY BATH FOR TEETH.

DELIGHTFULLY REFRESHING as LISTERINE itself

You will be delighted with the after-effect of Listerine Tooth Paste. The gums and the entire mouth feel wonderfully refreshed and invigorated—the sensation you associate with Listerine itself. Get a tube of Listerine Tooth Paste at your druggist's, or we will send a 15-day trial tube absolutely free. Just address a post card to Lambert Pharmacal Company, Dept. L-3, St. Louis, Missouri.

More than ¼ POUND of tooth paste in the double size tube 40¢

Regular size tube · 25¢

P.S. Do you know that we make a tooth powder that will simply delight you? Made entirely without soap—positively not a trace. Ask your druggist for **LISTERINE TOOTH POWDER.**

LIFE

REG. U. S. PAT. OFF.

Vol. 3, No. 8 — August 23, 1937

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CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois.
U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York, London Editorial Office: Dean House, 4 Dean Street, London. Paris Editorial Office: 52 Avenue des Champs Elysees, Paris.
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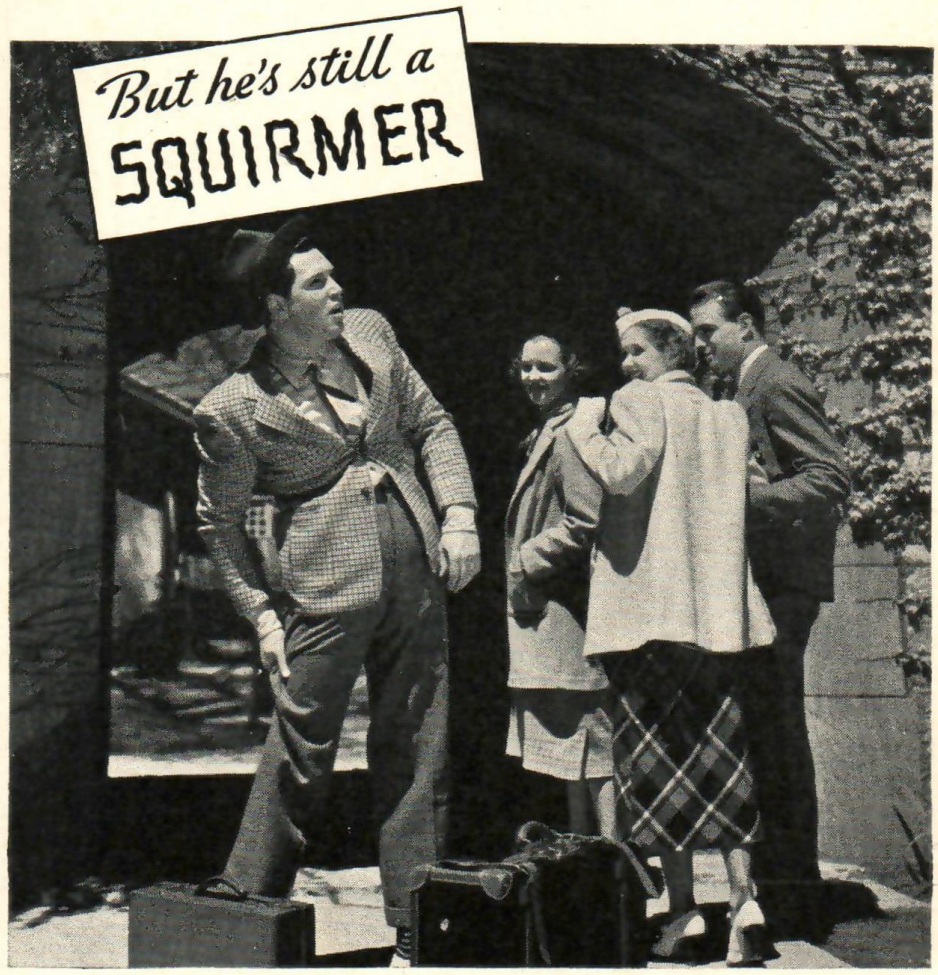


The Brethren, However, Will Turn Him Into A SMOOTHIE—With Y-Fronts!

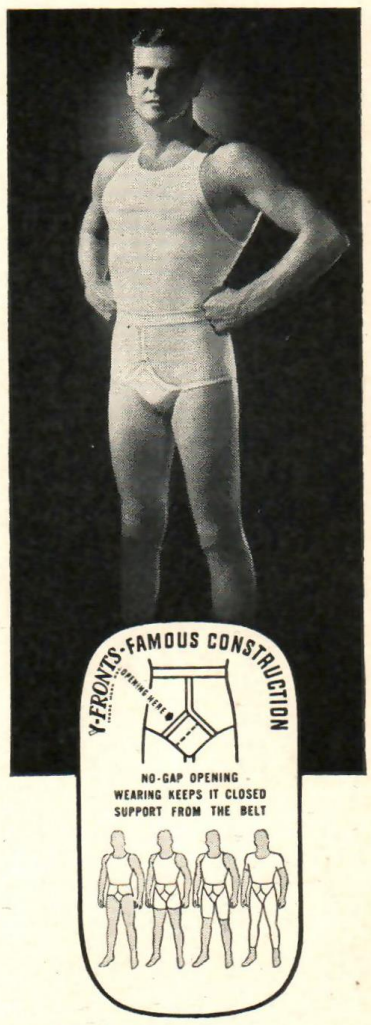
●Horace is a big boy now—going to college—but his clothes give him away! He still squirms. That's because his underwear doesn't fit him throughout. Smart collegians learn to rely on Coopers for comfort. They know Y-Fronts give a man the right foundation for a neat appearance. So, old son—if today you are a man, wear Y-Fronts!

Notice the Y-Fronts at the right. See how snugly they fit, how smooth they are—with no excess material to bunch up and spoil your comfort and appearance. See how the construction of Y-Fronts, exclusive with Coopers, provides gentle masculine support.

Coopers elastic knit keeps undergarments close-fitting without binding. No bunching, no binding, no buttons.

There are varied lengths: Jockey, which is very brief; thigh; knee; calf; and ankle. Shirts—sleeveless or short sleeves. The garment 50 cents and up at your favorite men's store.

FANCY FABRICS AND COLORS
Y-Fronts in the 6″ length and Jockey Shorts are available in ingrain color at 65c and 75c. In extra-fine white silk and Durene fabric at $1.00.



Your dealer has varied lengths for your selection. If you don't know his name, write us!

Coopers

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LIFE

VOL. 3, No. 8 AUGUST 23, 1937

EGYPT GETS ITS FIRST KING IN 1,990 YEARS

The young man riding in the victoria (*above*) is Farouk I of Egypt, King of Misr, Lord of Nubia and the Sudan, Sovereign of Kordofan and Darfur. On July 29, at Cairo, he was enthroned as the first independent king of Egypt since Cleopatra's brother, Ptolemy XIV, in 51 A. D. Farouk got his title from a treaty made with Great Britain last year soon after the death of his father, Fuad I, who promoted himself in 1922 from Sultan to King.

The Egyptian sitting beside King Farouk in the carriage is Premier Mustafa El Nahas Pasha who negotiated the treaty. The two are riding to Cairo's ancient El-Rifâï Mosque on the day following the enthronement to pray at the tomb of Farouk's father.

Farouk is a blond, affable, easy-going youth with a flair for higher mathematics and archaeology. An only son with four younger sisters, he has been so thoroughly trained from childhood for kingship that the British press calls him "the most perfectly brought-up boy in the world." His tutors have all been English and he lived for six months in Surrey. Only part Egyptian, he is descended from an Albanian adventurer and one of Napoleon's dragoons.

EGYPT CELEBRATES THE ACCESSION OF ITS FIRST MODERN KING

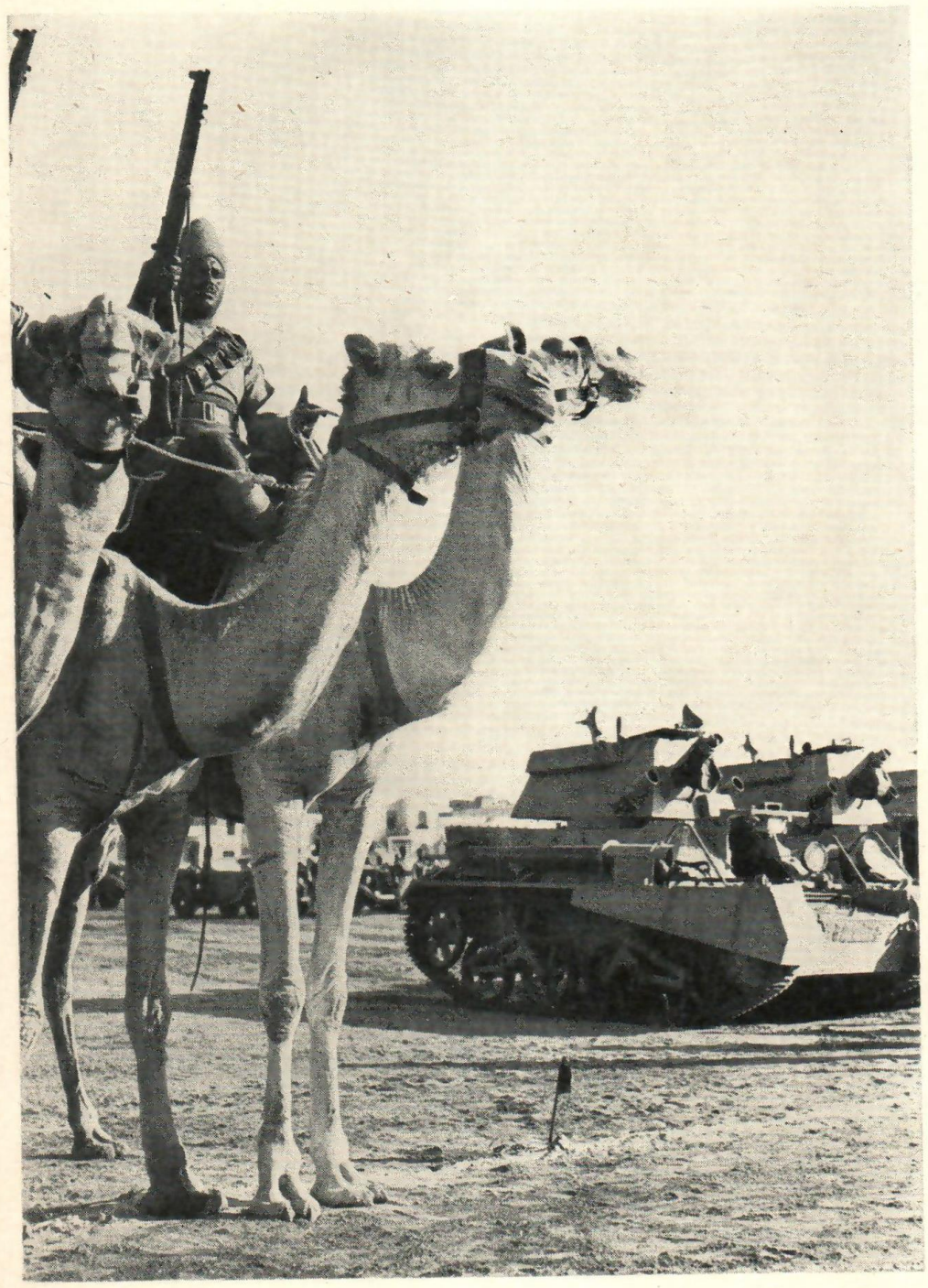
NEW KING FAROUK IN GOLD COACH WITH EIGHT HORSES LEAVES ABDIN PALACE (BACKGROUND), PASSES UNDER FIRST TRIUMPHAL ARCH

The King is enthroned in Parliament, July 29. Cabinet ministers (*right background*), princes of the blood (*foreground*). Moslems do not use crowns, the State Sword had been mislaid.

A Cairo crowd puts on its usual wild display. Egyptians will cheer anybody for a day but Farouk's reign as a strictly constitutional monarch begins with general good feeling.

After the death of King Fuad I, who was not really a king, in April, 1936, Egypt was ruled by a Regency and capable Premier Nahas Pasha. Fuad's only son Farouk is 17½ years old by the Western calendar. But Egyptians count ages by the shorter lunar month and by this reckoning Farouk was 18 years old on July 29. Hence he was of age under Egyptian dynastic law. Returning to Egypt from England, he took over Egypt from the Regency on July 29. The Premier submitted his resignation too but was promptly reappointed by Farouk, being the leader of the Wafd Party, Egypt's overwhelming majority. Farouk has no crown, sceptre or Sword of State, but he was later given a Field Marshal's baton.

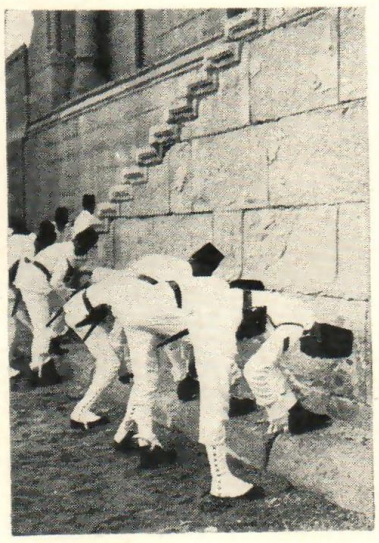
Mouth-veils are worn by smart Egyptians at enthronement ceremony. Second from right is Mme Nahas Pasha, wife of Egypt's Premier. Note Duchess of Windsor "corseted" styles.

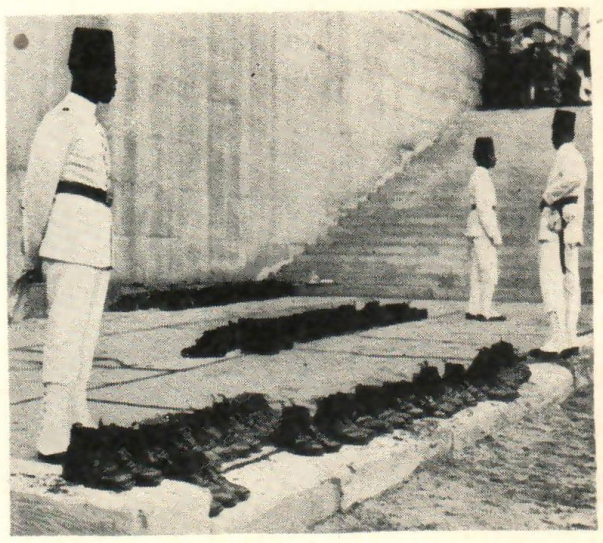


Egypt's Army includes tanks since the 1936 Military Alliance treaty with Britain, as well as camel corps. But the British Army, protecting the Suez Canal, still controls Egypt.

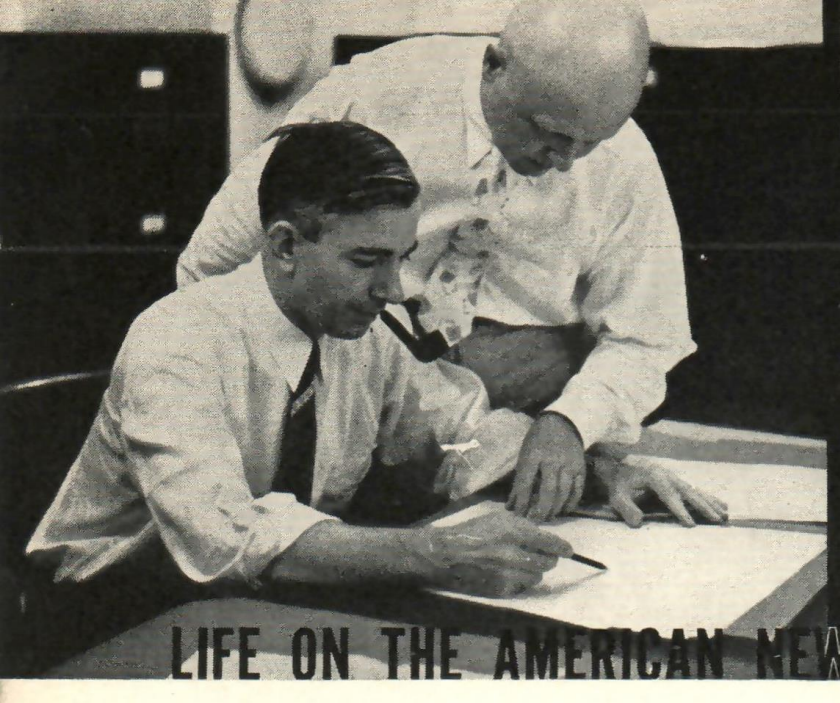
In a carpeted box, Queen Mother Nazli watched Egyptian troops being reviewed July 31. Front centre is her eldest daughter Fawziya, 16. Three other "F" daughters are not visible.

British Ambassador Sir Miles Lampson, 57, shown with his pretty 25-year-old Italian wife, remains the real behind-the-scenes ruler of Egypt, under the 1936 treaty with Britain.

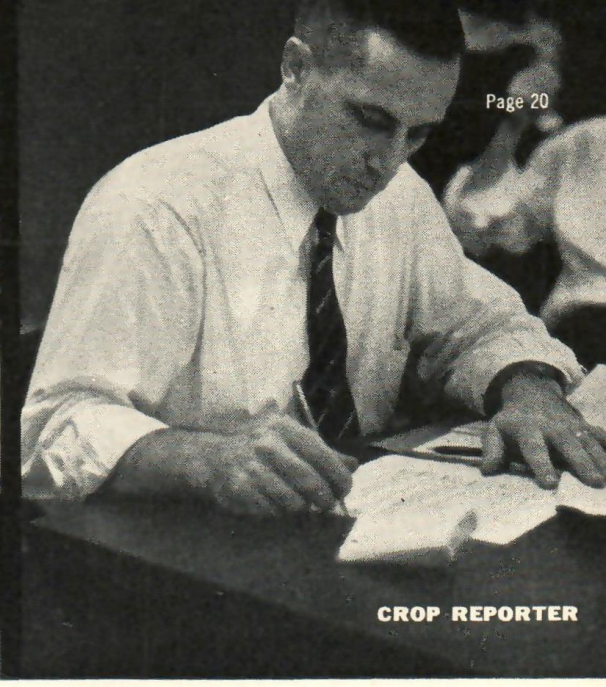




The Royal Guard take off their shoes at the ancient El-Rifâï Mosque, where new King Farouk prayed at his father Fuad's tomb. *Right:* other guards guard the Guard's empty shoes.



TABULATOR



CROP REPORTER

LIFE ON THE AMERICAN NEWSFRONT:

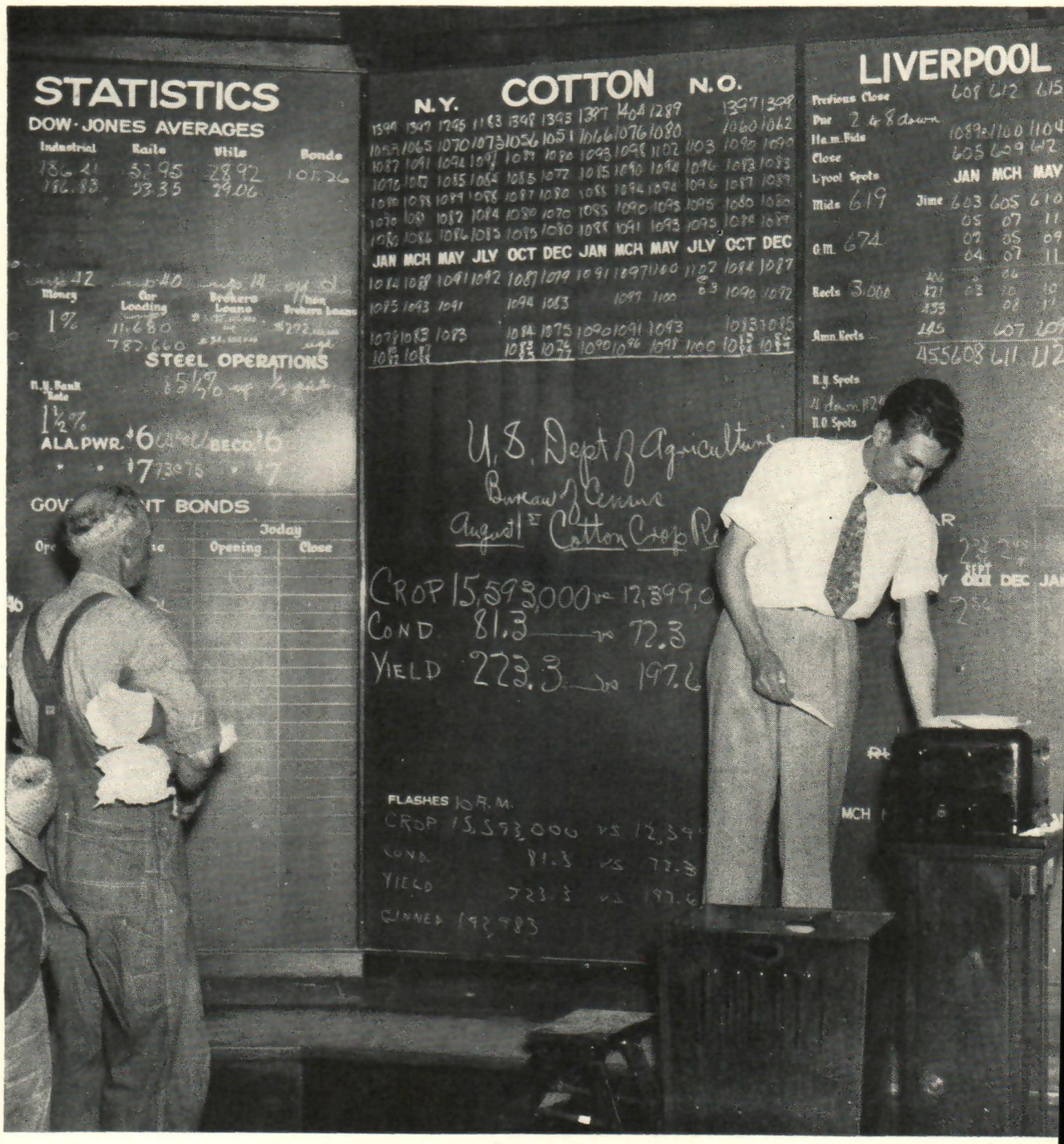
Huge cotton crop topples prices; 12¢-per-lb. pegging is promised

On Aug. 9, as the clock ticked toward daylight-saving noon in the Eastern U. S., the eyes and ears of the cotton world turned eagerly toward Washington. In the great trading centres of New York, Liverpool, Alexandria, Bombay, Shanghai and Osaka, cotton men waited almost as anxiously as did growers and middlemen huddled around radios and market boards in the South. The U. S. Crop Reporting Board was about to release its first estimate of the U. S. cotton crop for the new year which began Aug. 1.

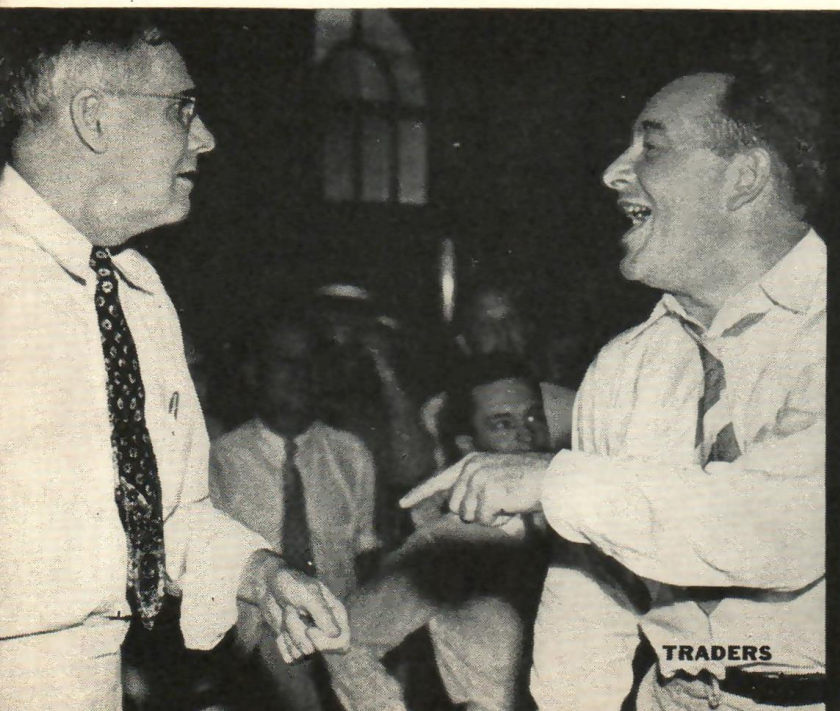
Arrived at through weeks of field surveys by volunteer farmers and days of laborious figure work's by the Board's expert statisticians and estimators, Government crop estimates are among the world's most elaborately guarded secrets. The breathless moment of their release comes when the Crop Board's Chairman William F. Callander (shown at top left, standing by his Chief Statistician Francis H. Whitaker) places copies of the final figures face down in a row of booths, gives newshawks a signal to rush for telephones and telegraph keys.

The crucial cotton figure which flashed to a waiting world on Aug. 9 was 15,593,000 bales—forecasting the biggest crop since 1931. On U. S. markets prices promptly fell close to 10¢ per lb. At this thumping blow to their constituents' pocketbooks, Southern Congressmen who had been fighting President Roosevelt's program began to beseech him to renew the loans to growers which have pegged U. S. cotton prices in recent years. The President consented to peg the price at 12¢ per lb.—after the Senate guaranteed to give him a new crop-control bill next session.

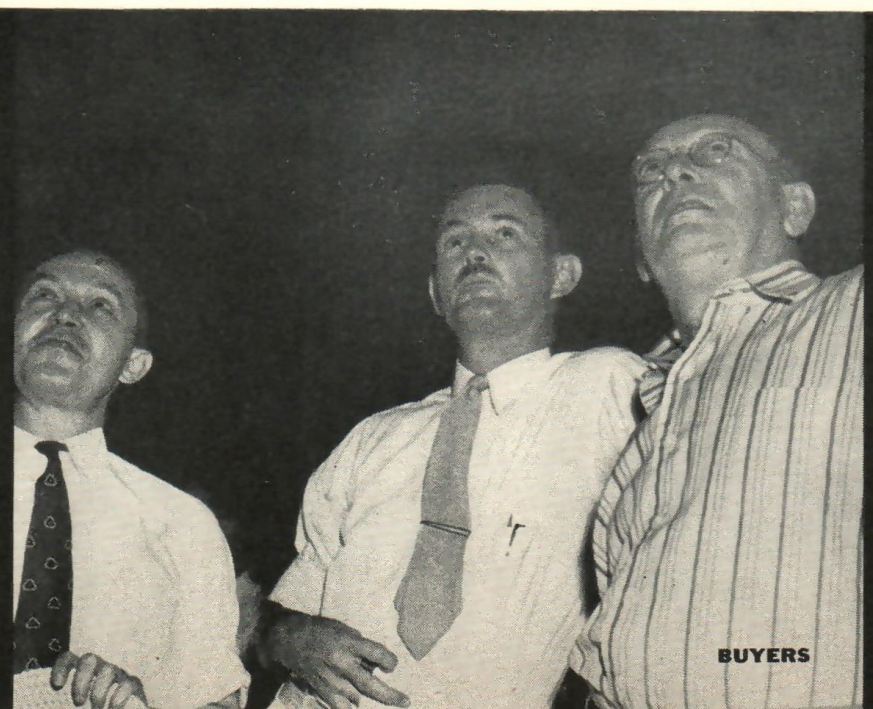
Around these pages you see people who made up the cotton report and people directly affected by it.



Figures like these in a Birmingham broker's office were chalked up on cotton-market boards throughout the land when the Government Crop Reporting Board released its estimate of a bumper U. S. cotton crop for 1937. They predict a total crop of 15,593,000 bales (up more than 3,000,000 from last year); condition 81.3% of normal (against 72.3% year ago); a record 223.3-lb. yield per acre. Reasons: excellent wea improved seed, abandonment of poor land under the

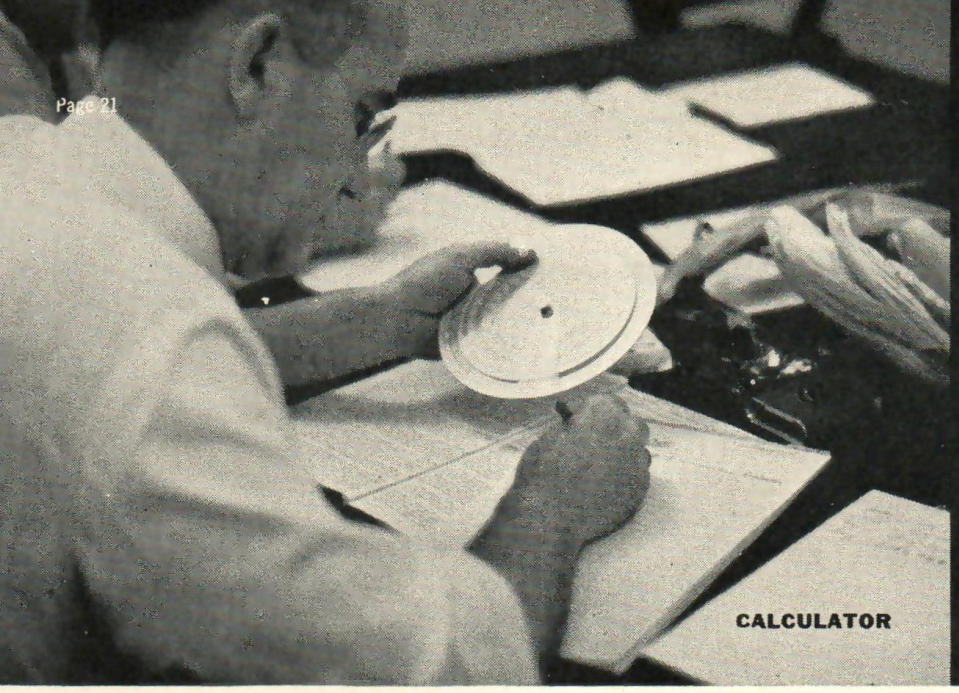


TRADERS

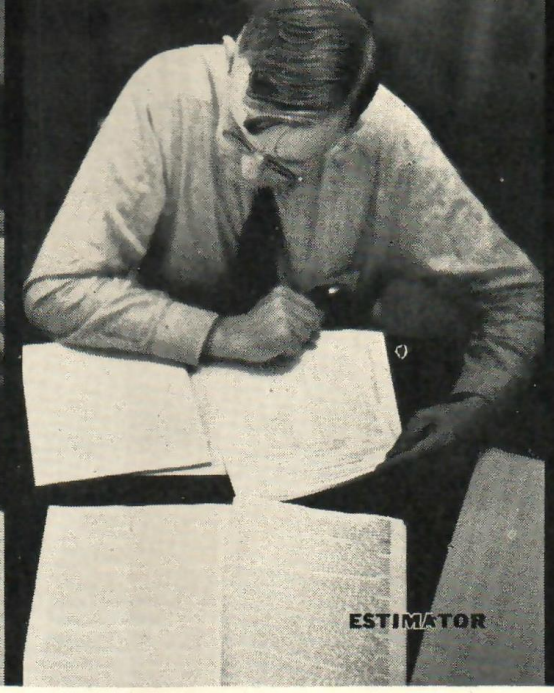


BUYERS

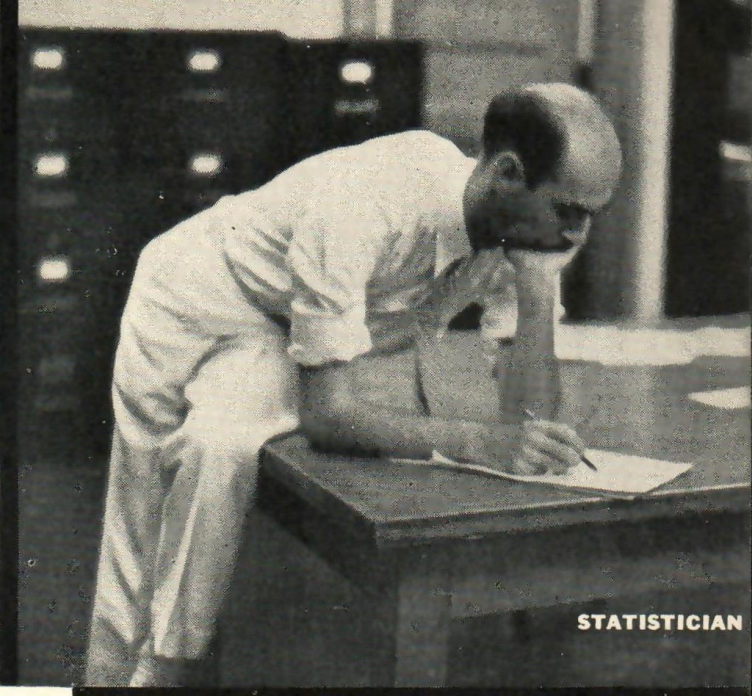
BROKER



CALCULATOR



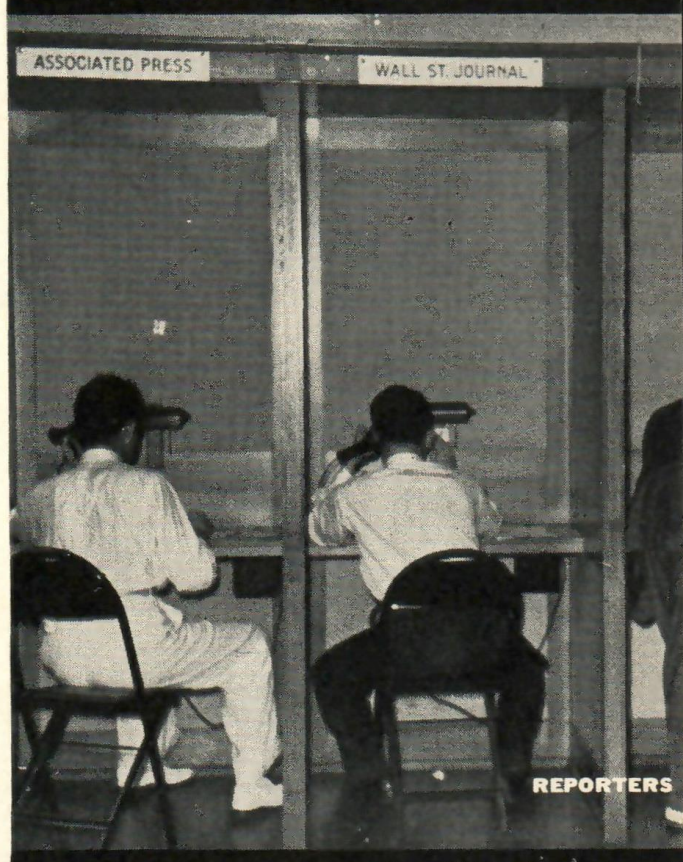
ESTIMATOR



STATISTICIAN

like these in the Memphis Cotton Exchange, one of the South's est spot markets, are the middlemen of cotton. They include rs for the mills, brokers who handle buying and selling orders, rs who finance growers and small dealers. Almost every size-able town in the Cotton Belt has a spot market. The men who trade there are actually transferring cotton for use. Big-scale speculating occurs only on the nation's three futures exchanges, which are located in New York (the world's biggest), New Orleans and Chicago.

COMPTOMETRIST



REPORTERS

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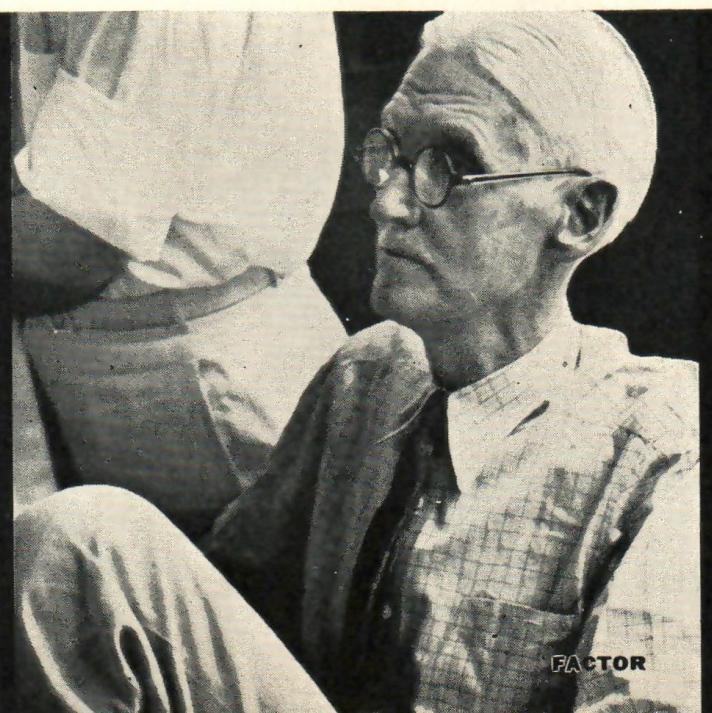


FACTOR

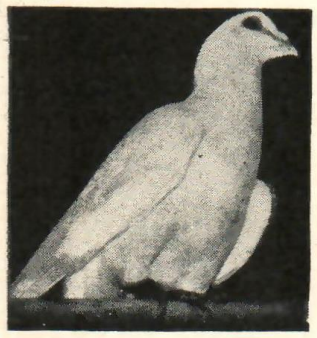
GROWER

WHO'S WHO IN AMERICA:

BLACK, Hugo La Fayette, senator; *b.* Harlan, Clay Co., Ala., Feb. 27, 1886; *s.* William La Fayette and Martha Ardellah (Toland) B.; ed. pub. schs., Ashland, Ala.; LL.B., U. of Ala., 1906; *m.* Josephine Foster, of Birmingham, Ala., Feb. 1921; children—Hugo La Fayette, Sterling Foster, Martha Josephine. Began practice at Birmingham, 1907; served as police judge 18 months, 1910-11; solicitor (prosecuting attorney) Jefferson Co., Ala., 1915-17; in gen. practice, Birmingham, 1919-27; U.S. Senator from Ala., 2 terms, 1927-39. Entered 2d O.T.C., Ft. Oglethorpe, Ga., Aug. 3, 1917; commd. capt. F.A.; served in 81st F.A. and as adj. 19th Arty. Brigade. Democrat. Baptist. Mason (Shriner), Odd Fellow, K.P. (Grand Chancellor of Ala., 1922). *Home:* Birmingham, Ala. *Address:* Senate Office Bldg., Washington, D.C.

LIFE ON THE AMERICAN NEWSFRONT: SENATOR BLACK IS APPOINTED TO THE SUPREME COURT

after a Democratic "harmony dinner" fails to produce harmony among divided Senate majority



On Aug. 10 in Washington's Raleigh Hotel night club, a "dove of peace" (*left*) fluttered above the heads of 60-odd Democratic Senators assembled at a "harmony dinner" in honor of their new Majority Leader, Kentucky's Alben W. Barkley (*No. 1 in picture below*). A better symbol of the banqueters' tempers would have been the brooding nighthawk lately perched on a Capitol column outside the Senate chamber (*lower right*). Besides the contents of the friendly bottles which strewed every table, almost the only thing which contributed to harmony at the dinner was the absence of President Roosevelt, who significantly declined to attend. As the banqueters sipped and munched, biggest U. S. news was being made by the new civil war raging between the President and the rebel Democrats, chiefly Southerners, who have now definitely seceded from the New Deal.

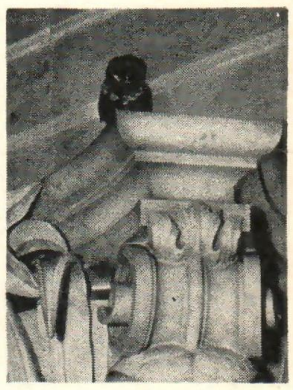
Observers who blame the Democratic split entirely on the impetuosity of the President's reform program forget that the conservatism of the South, rooted in tradition and the land, is one of the great solid facts of U. S. life. One of the surest signs that the Depression is over is the way Southern Congressmen, uprooted by hard times, are now scurrying back to cover.

Cheek by jowl at the banquet sat New Dealers who were trying to enact the President's five-point reform program, and Rebels who were doing their potent best to wreck it. Four days before, the Rebels had gutted the Administration Housing Bill, on the ground that it favored New York over their States (*see next page*). Day after that, they had laughed as their leader and hero, Vice President Garner of Texas (*No. 2 below*), trickily clinched their Court Bill victory by declaring their revision of it passed by "unanimous consent" before anybody had a chance to object. They were preparing to pass not the sugar-quota bill which the President wanted but one which he had openly threatened to veto. Day after the dinner the Rebels gloated at a motion to consider an antilynching bill, convinced that Franklin Roosevelt's signature on such a measure would alienate what is left of his Southern support.

The Southerners scored a victory when the President, after first refusing to put the Treasury further into the red by at least $150,000,000, consented to peg cotton prices at 12¢ per lb. (*see p. 20*).

The President's only backslap at the Rebels came on Aug. 12. To fill the Supreme Court vacancy left by Willis Van Devanter he nominated almost the only Deep South Senator who remains fervently loyal to the New Deal, Hugo La Fayette Black of Alabama (*see opposite page and No. 6 below*).

Senator Black, who made his name and fame by heading sensational investigations of air and ship-mail contracts and of lobbying, has lately queered himself with Southerners by his sponsorship of the Wages & Hours Bill and his last-ditch fight for the Court Bill. He and the President got a prompt rebuke when hostile Senators denied him the customary Senatorial courtesy of immediate confirmation. Thus defied by 1937 tempers was a Senate tradition which had remained unbroken since Northern Senators delayed confirmation of President Cleveland's nominee to the Supreme Court in 1887, Senator Lucius Quintus Cincinnatus Lamar of Mississippi.



A study in discord is this historic portrait of the Democratic Senators' "harmony dinner" August 10. Concealed by these bland countenances are clashing political passions which have embittered hearts, strained or broken many an old friendship and loyalty. Back to back, dramatizing the Party conflict, sit Alabama's Black (6), who was about to be rewarded for his ardent New Dealing by a nomination to the Supreme Court; and New York's Copeland (7) who, day before, had sought to further his anti-New Deal candidacy for Mayor of New York by charging President Roosevelt with having set up a "personal dictatorship." Other such seating tricks put Mississippi's apostate Harrison (3) beside Tennessee's still-loyal McKellar (4); Texas' rebel Connally (9) beside Indiana's Minton (8) reliably reported to have been the President's second choice for the Supreme Court. Angered by a turn of fortune on the Senate floor next day, Honor Guest Barkley (1) ungratefully barked at Oklahoma's Lee (5): "That was a hell of a harmony dinner we had last night."

LIFE ON THE AMERICAN NEWSFRONT: TENEMENT TRAGEDY IS SENATE OBJECT LESSON

Torrential rains fell on New York City, Aug. 11. On a cobblestone alley in a dreary little Staten Island valley they flooded the cellar of a 50-year-old factory which had been converted into a six-flat tenement. Six families-on-relief were living there at $12 per month each. As police prepared to rescue the marooned slum-dwellers, suddenly, with a mighty sigh, the rotten old building caved in, crumbled into its cellar (*above*). Out of the sodden, splintered wreckage, Mrs. Marie Coral (*below*) was one of only three victims pulled alive. The other 19, including a policeman, were smashed and smothered to death.

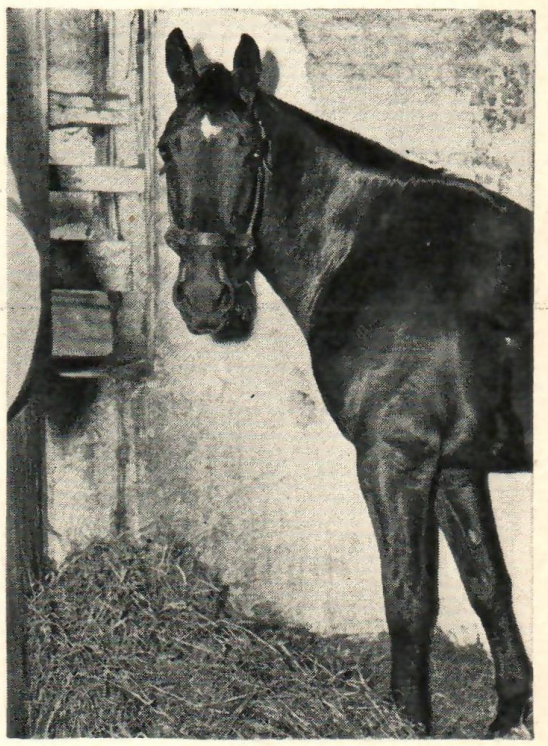
This catastrophe pointed an awful object lesson to rebellious Southern Senators who only five days before had risen to combat the housing bill being pushed by New York's Robert F. Wagner. Senator Wagner proposed to lend $700,000,000 of Federal money for razing of slums, erection of safe & sanitary low-rent dwellings. The Southern Senators called his plan extravagant, declared they could not see how it would help their States. By an amendment setting building allowances at $1,000 per room, they fixed the bill so that it could not help New York, where $1,750 per room is the city's figure for slum reconstruction.

NEW YORK POLICE SOLVE THE CASE OF THE MAID AND THE MOUNTIE

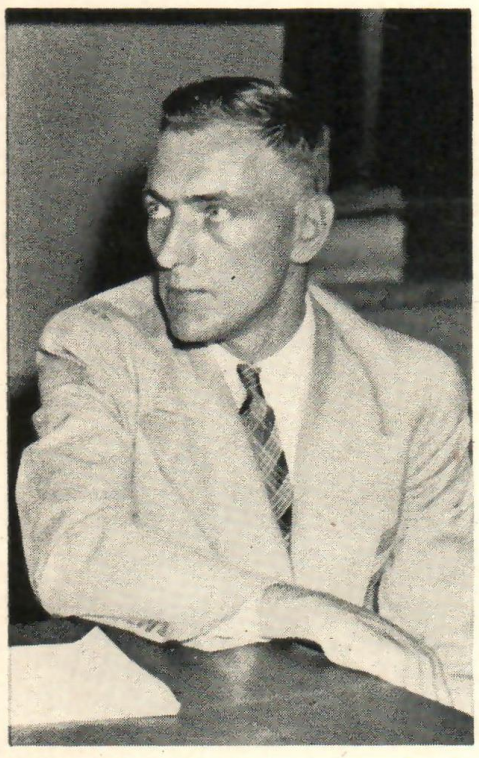
On July 19, a coquettish little French maid named Irma Louise Pradier quit her job at Manhattan's Mount Sinai Hospital, drew about $1,000 savings out of her banks, told her friends that she was going to elope to California with a handsome policeman. Early next morning her dead body was found lying beside the Harlem River Speedway in upper Manhattan. She had been shot twice with a police .38 revolver. Found in her pockets were six lumps of sugar. She had been in the habit of feeding lump sugar to mounted policemen's horses. A taxi driver promptly revealed that he had taken Irma Pradier's trunk to Grand Central Terminal day before, while she followed with her two bags in a new pea-green sedan driven by a tall, handsome man with brown hair.

With these clues, New York's efficient police force set about determining which one of their number had committed the crime. First steps were to check the records of all the city's 18,000 policemen to see which ones had been off duty July 19-20, and to check the ownership of all green sedans in the city. The search then proceeded as shown on this page.

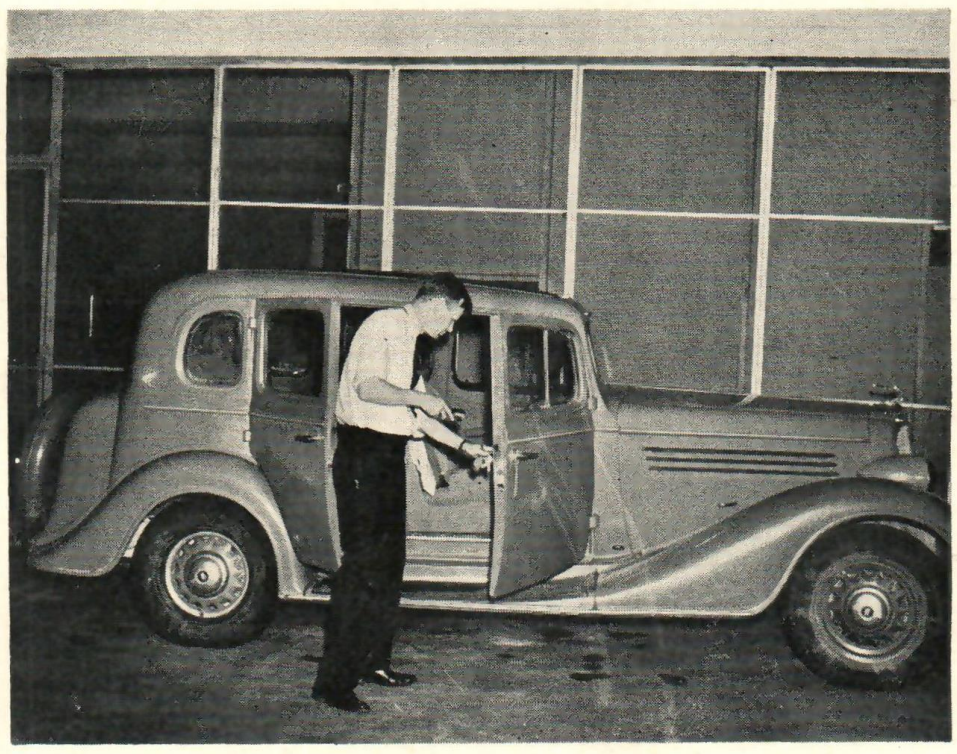
1 The murdered maid's money and two bags were missing when her body was discovered beside Harlem Speedway. But the six cubes of sugar in her pockets pointed toward a horse, probably a policeman's.



2 Such a horse was this one, ridden daily at 40th St. & Madison Ave. by Patrolman Arthur H. Chalmers, Troop B, Mounted Squad 1.

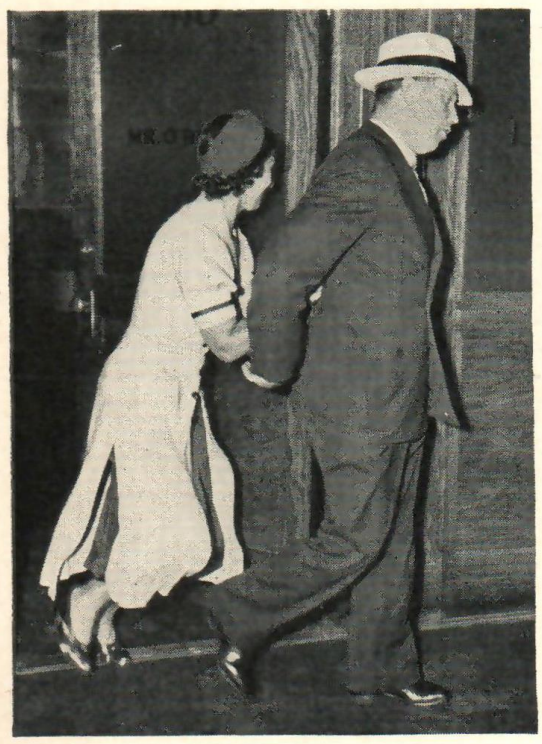


3 Tall, handsome, brown-haired "Mountie" Chalmers, 34, married and father of two, was on vacation July 17 to Aug. 3.



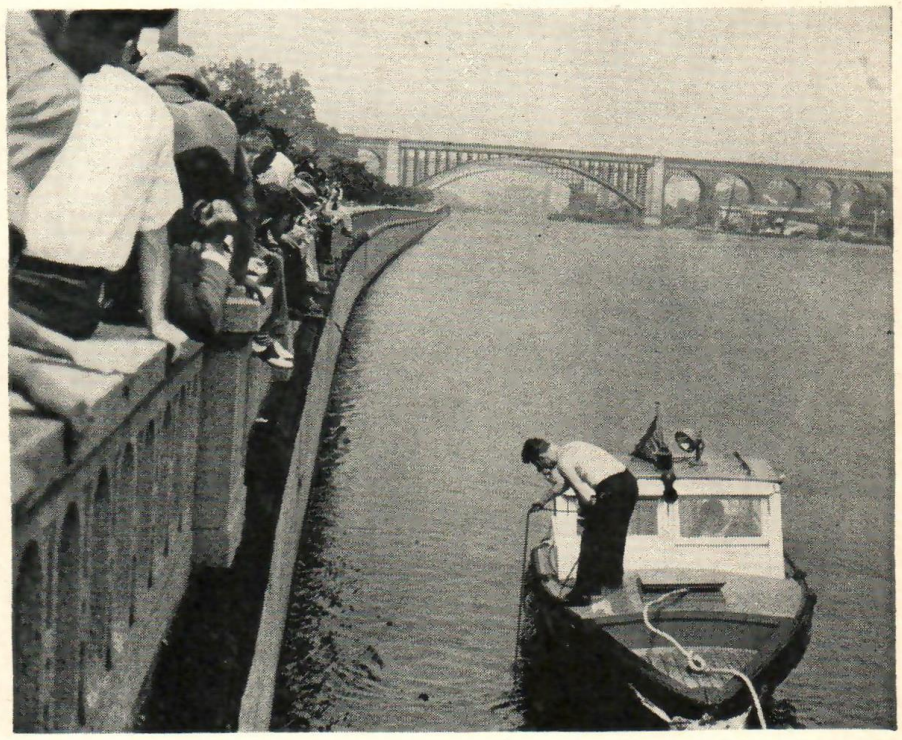
4 On Aug. 7, Chalmers confessed when fellow officers found a bullet hole in the seat of his new pea-green Buick sedan. He said Irma Pradier had tried to shoot him when he refused to elope, that he had shot her accidentally in the struggle.

5 On Aug. 9, Mrs. Vera Lorden revealed that she had gone vacationing with Chalmers after the shooting, toured eight days in the green sedan.



6 Mrs. Lorden, a waitress who served Chalmers at a restaurant near 40th & Madison, was hurried off to jail as a material witness.

7 Mrs. Lorden's husband, though fired from his room-clerk job on account of publicity, bailed her out, promised to stick by her "100%."



8 Meantime the police, equipped with a new electromagnetic device, were futilely dragging the Harlem River at the spot where Chalmers said he had tossed in the gun which killed Irma Pradier. He denied that he had stolen her money.

PEO

The Cameras of the Press Now

FRED HOWARD

He is not an Indian but a young graduate of University of North Carolina. This week he will present his Indian Dance before President Roosevelt at a celebration of the 350th Anniversary of Sir Walter Raleigh's unsuccessful attempt to colonize Roanoke Island, N. C. Howard designed his costume as well as dance, in which he represents a medicine man angry at the appearance of whites.

JOHN CLARENCE CUDAHY

Off to Ireland, in a natty stock, sailed America new Minister to the Irish Free State, often called th handsomest man in the diplomatic corps. Cudah who belongs to the rich meat-packing family, wa Ambassador to Poland for four years, requeste the technical demotion to a pleasanter pos

JOSEPH J. CANAVAN

Commissioner Canavan and his two fellow members of the New York State Board of Parole have been widely, though ignorantly, blamed for the epidemic of sex crimes in New York City. One of the most brutal was the murder of 8-year-old Paula Magnagna by Lawrence Marks. Like most sex criminals, Marks was a repeater. When Commissioner Canavan found the Press labeling him a "paroled convict" he sharply pointed out that Marks had been released by a State Supreme Court Judge, over the Board's protest. The Commissioner recommended special institutions for the confinement of sex perverts. He was partially backed up by Mayor LaGuardia who ordered that sex convicts be tested for sanity before release. "And," warned the Mayor, "God help the judge who turns one of these men loose if anything happens afterward."

RITA PAEZ & MOTHER

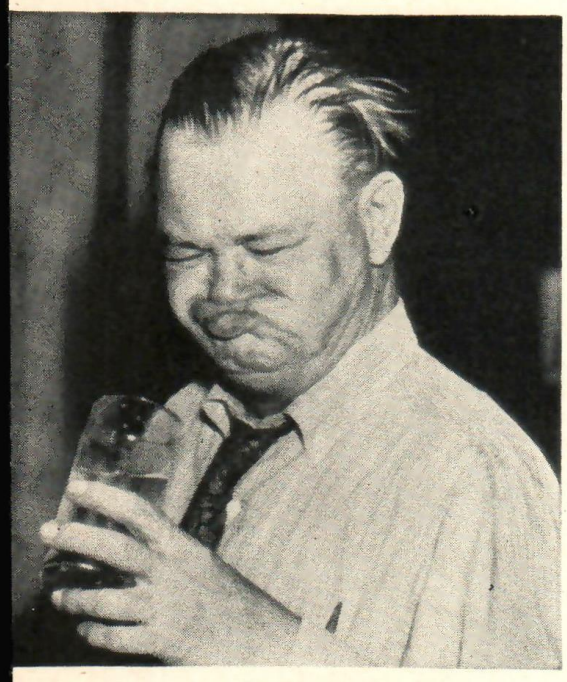
The 13-year-old daughter of the President of Ecuador was brought to the U. S. by her mother. Señora Doña Paez said she was so impressed by American women she met that she wants her daughter to be educated here. Demure, dark-eyed Rita, who picked up some English words on the boat, plans to enter St. Mary's Academy (Catholic) at Leonardstown, Md.

HELEN LOUISE SHULL

A blind girl of Hawthorne, Calif., she flew East to return h guide-dog Lynne to the "Seeing Eye" at Morristown, N. Recently Lynne heroically snatched her mistress from an aut path, thereafter lost her nerve in traffic. At the "Seeing Ey Miss Shull will spend some time becoming adjusted to h new guide-dog. Lynne has been put into a private hon

PLE

Put These People in the News

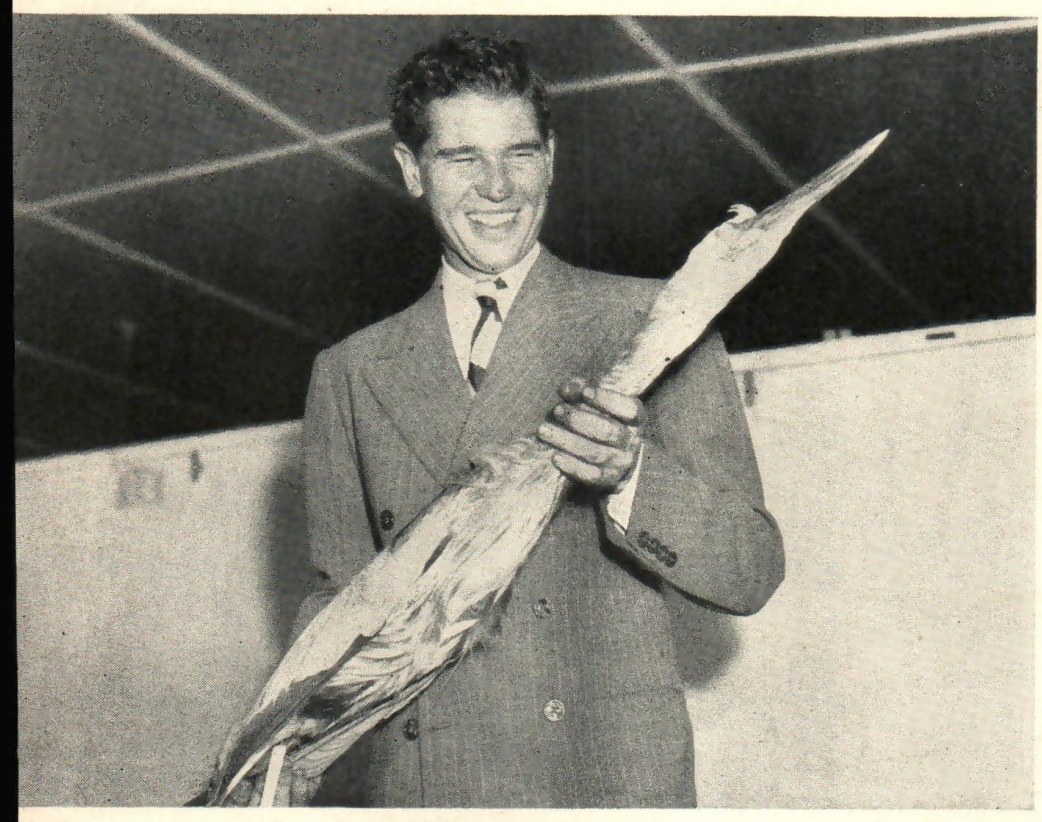


BILL DUNCAN

A resident of Dallas, Tex., he reacted as thousands of others did to the smell and taste of the water supply. Microscopic plants called Algae, killed by heat, had putrefied in the city reservoir, made the water undrinkable. A few naïve Dallasites believed a boy named "Algy" had drowned in the reservoir.

MRS. BRADFORD HUTCHINSON & SON

Picked by *Physical Culture* as one of "America's Five Most Beautiful Women," she is the mother of a 3-month-old son, Bradford Jr. Her husband, a bookkeeper in a Boston jewelry store, sent her picture to the magazine. Mr. Bradford is so proud of his wife's beauty that he requires her always to enter the store by the front door so that customers can get a good look at her.

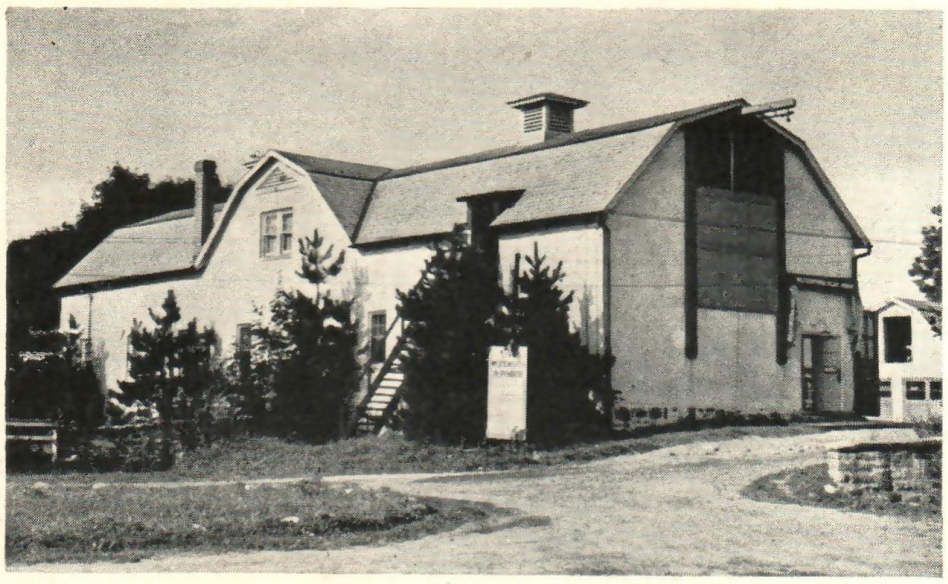


GEORGE VANDERBILT

He returned to New York from a six-months trip through the South Seas on the yacht *Cressida*. The Galapagos heron which amuses him so much is one of more than 20,000 birds and fishes which he collected and brought back in formaldehyde and alcohol for the Philadelphia Academy of Natural Sciences. On his 21st birthday, Vanderbilt, who is now 22, inherited an estimated $5,000,000.

ELSA RAHR →

She is one of four girls who dive with horses from the 40-ft. Steel Pier into the ocean at Atlantic City. Born at Hamburg, Germany, 28 years ago, Elsa was so bored when she came to the U. S. that she got a job being shot from a cannon. She turned to her present profession for rest. During winters she waits on table at a restaurant in Rockefeller Center, New York.



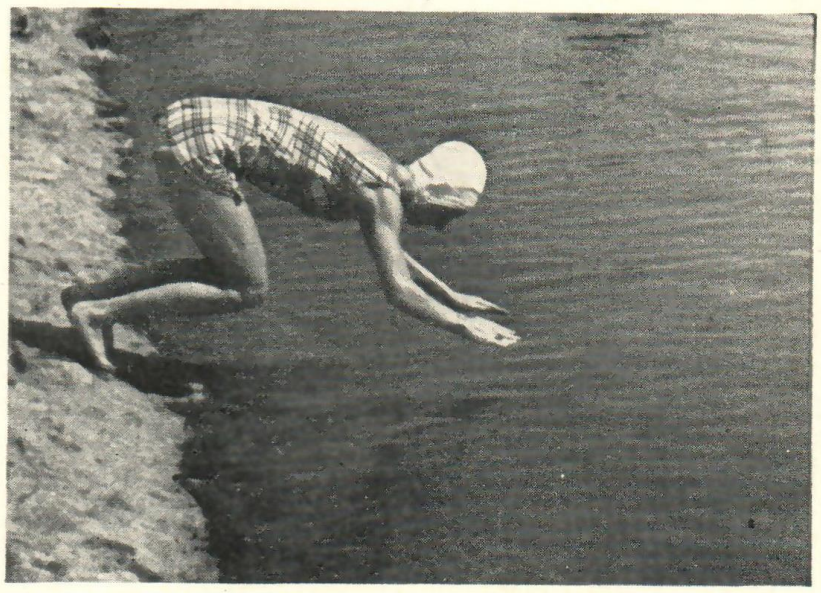
THEATRE GOES "STRAW HAT" IN SUMMER

Mt. Kisco is a grooming ground for movie stars

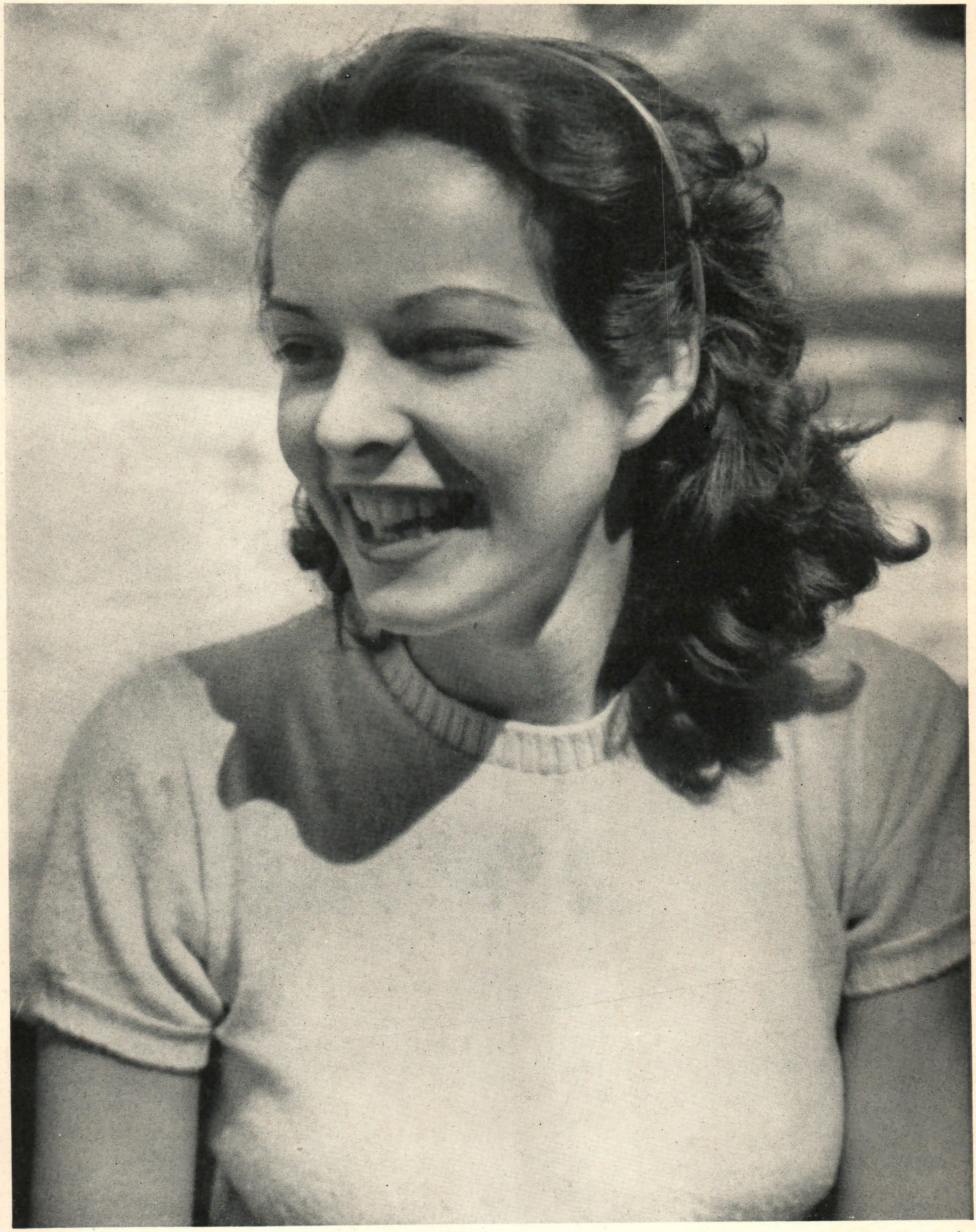
When summer heat wilts Broadway, the theatre moves to the country and has its "straw-hat" season. At least a dozen summer theatres on seashores and in resorts have achieved distinction for finesse of production and, sometimes, for new plays or new talent. In the top bracket is the Westchester Playhouse at Mt. Kisco, N. Y., a structure whose previous function is betrayed by its hay pulley and its ventilator (*left*). This year Mt. Kisco shone with imported brilliance from Hollywood. Among its cinema celebrities are Frances Farmer (*The Toast of New York*, see LIFE, Aug. 2), Henry Fonda and the exotic Anna May Wong, seen below wading into a swimming pool after a rehearsal for *Princess Turandot*. But none of Mt. Kisco's summer stars bear closer watching than the lovely young girl on the opposite page.

From Hollywood stardom comes Frances Farmer to rehearse with Alan Hewitt for *At Mrs. Beam's*. This is her first theatre appearance in the East.

A girl in pants works on the Mt. Kisco scenery crew. Actors, decorators, directors work longer and harder in "straw-hat" theatres than on Broadway.



Mark Twain's granddaughter, Nina Gabrilówitsch, acts bits at Mt. Kisco, swims between times. She is the daughter of the late symphony conductor.



Scarlett O'Hara?

The smiling young lady above is Margaret Tallichet. A year ago she was a society debutante in Dallas. When she first went to Hollywood, she could get nothing better than a job as typist in Paramount's publicity department. Carole Lombard saw her, liked her, wangled a small part for her in *A Star Is Born*. Now 21, she is being farmed out by Selznick International to learn acting in the Mt. Kisco summer theatre. After that, according to Hollywood "dope," she will play Scarlett O'Hara in *Gone with the Wind*.

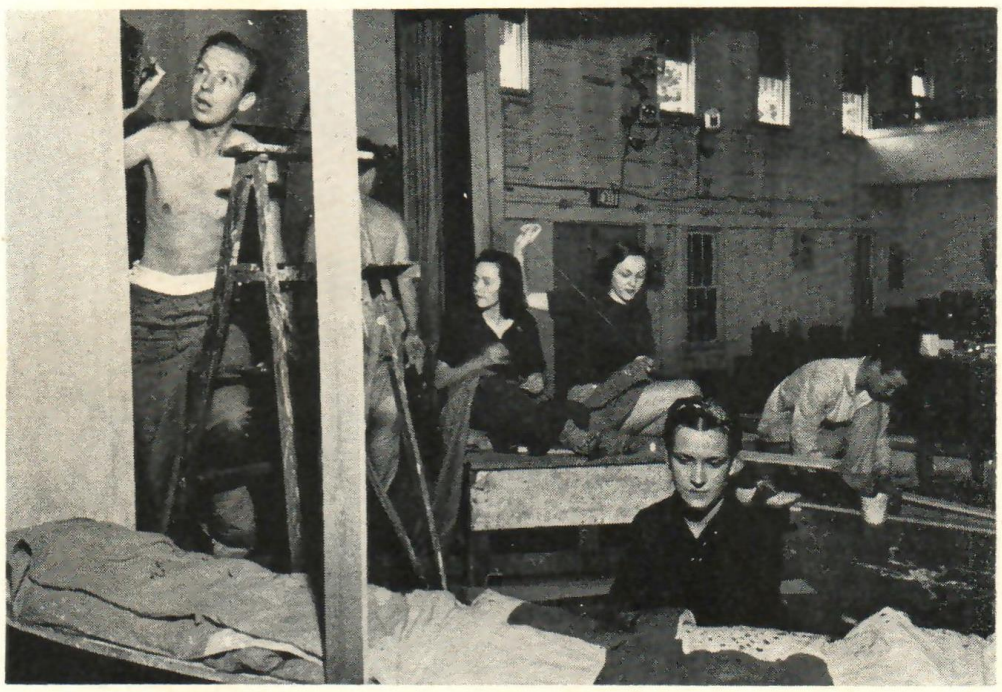
CONTINUED ON NEXT PAGE

LOW TIDE AT PROVINCETOWN THEATRE WHARF

PROVINCETOWN HAS A THEATRE TRADITION *(continued)*

The most famous of all summer theatres began in an old fishhouse on the wharf (*left*). A group of artists summering in Provincetown, Mass. met at the home of the late great Communist John Reed, decided to write and give their own plays. Among them were Novelist Susan Glaspell, Artist Robert Edmond Jones, Story Writer Wilbur Daniel Steele. Novelist Mary Heaton Vorse lent them her wharf fishhouse. A lanky Irish lad named Eugene O'Neill gave them some one-act plays. Eventually they moved to a stable in New York's McDougal St. Thus started the career of America's greatest playwright and the theatre which contributed most to authentic U. S. stage literature. Young actors carry on the tradition in a rebuilt Wharf Theatre at Provincetown.

A theatre school for novices attracts youngsters to Provincetown's Wharf Theatre. They pay $125 tuition for an eight-weeks course, get parts in two free student productions. They are here studying radio-broadcasting technique under Jean Paul King, N. B. C. announcer.



Scene construction is a part of every Wharf Theatre apprentice's course. On the stage they sew, paint, nail together a set for the next Provincetown play. Through the proscenium arch you can see the simple barnlike structure of the theatre's seating space beyond.

STUDENT ACTORS AT PROVINCETOWN GO SUN BATHING ON CAPE COD SAND BETWEEN REHEARSALS

DENNIS PLAYHOUSE WAS A CAPE COD CHURCH

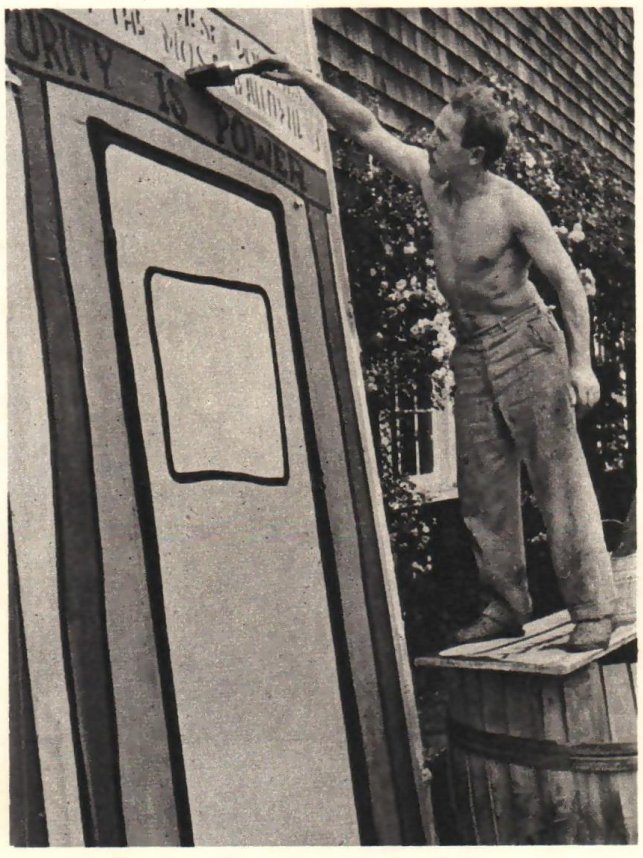
At Dennis, on Cape Cod, there stood for many years a strange dilapidated old building. At various stages of its history it had been a church, a school, a slaughterhouse, a stable and a garage. In 1927, Raymond Moore, a young painter from Provincetown, bought it for $400 and converted it into what is today the popular and successful Cape Playhouse. It now represents a total investment of $80,000. Its Gothic windows and natural-wood interior are reminders of its pious Cape Cod heritage; but on its stage have trod a good score of America's leading actors. They include Ina Claire, Ruth Gordon, Judith Anderson, Grace George, Laura Hope Crews, Bette Davis and Robert Montgomery. Doris Nolan (*Top of the Town*) was this year's top attraction.

THE DENNIS THEATRE SEATS 500

THE ACME OF BEDROOM SCENES, FROM NOEL COWARD'S *WAYS AND MEANS*, IS REVIVED AT DENNIS WITH DORIS NOLAN AND PHILIP HUSTON

Playhouse-owner Raymond Moore and Director Arthur Sircom watch a rehearsal from the audience pit at Dennis.

On a scouting tour, Producer Al H. Woods drops in on the Cape Playhouse to look around for new talent, new scripts.



Scenic-artist Eugene C. Fitsch paints a "flat" for the next week's show. In the winter he is a crack U. S. lithographer.

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(continued)

THE SUMMER THEATRE TURNS TO STOCK

Though summer theatres in the U. S. are more than a quarter-century old, not till 1930 did they really come to life. A depression-struck Broadway then discovered in these converted barns, schoolhouses and churches a cheap testing laboratory for untried plays. Actors could be got for room and board, electricians without benefit of union pay, scenic artists for the love of it. So many playhouses blossomed in the woods that by 1934 *Variety*, the showman's bible, listed 105 bona fide "straw-hat" theatres prepared to present 135 new plays. Script and talent scouts swarmed out from Manhattan to make discoveries.

Few were made. Some new personalities appeared on these makeshift stages, but not many. Some summer plays reached Broadway, but very few. Good summer plays were often ruined by hasty production. As a laboratory, summer theatres lost caste. Most of them lost money. This year finds last year's number reduced by 40%, the relatively small number of tryouts cut by a third.

The 40-odd rural showhouses that remain have changed their tack. They are now putting themselves on a firmer financial, if less artistic, basis. For the unknown quantity of new plays they are substituting the pulling power of such trusted Broadway successes as *Tonight at 8:30*, *Lysistrata*, *The Front Page* and *The Petrified Forest*. Instead of new faces, they rely on Broadway and Hollywood names. New talent consists largely of Hollywood fledglings, farmed out by the movie companies to acquire technique for potential stardom. Talent scouts still roam the outlying barns, but the pickings are scarce. Gradually the summer theatre is being geared to replace the vanished U. S. stock company of pre-War days.

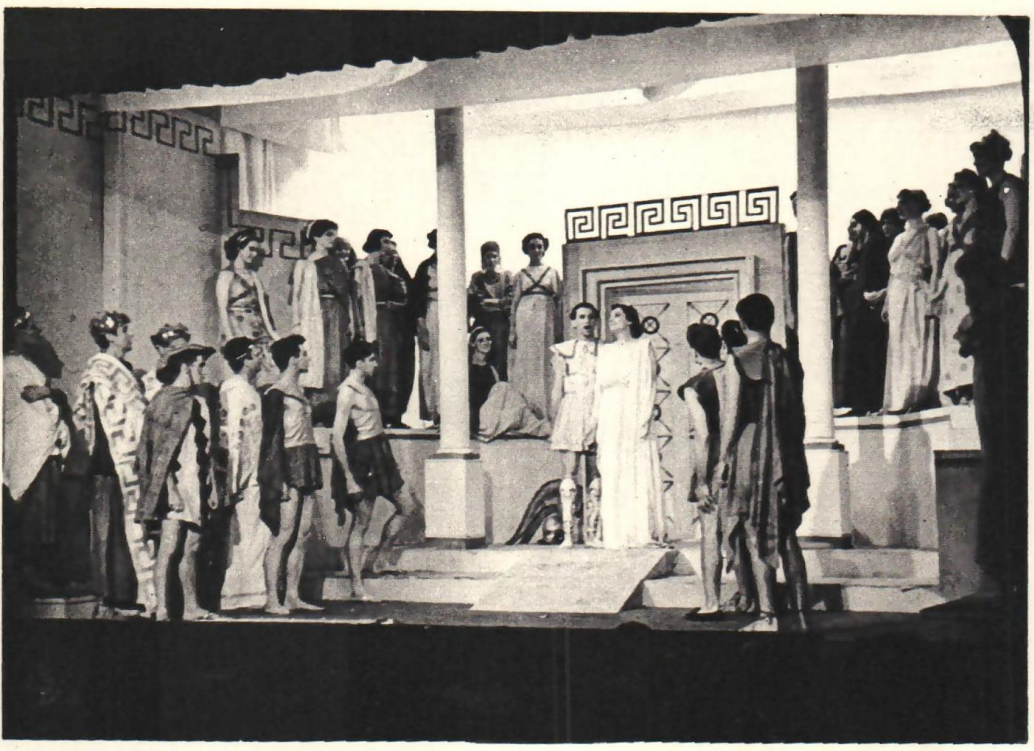
AT PROVINCETOWN

AT DENNIS

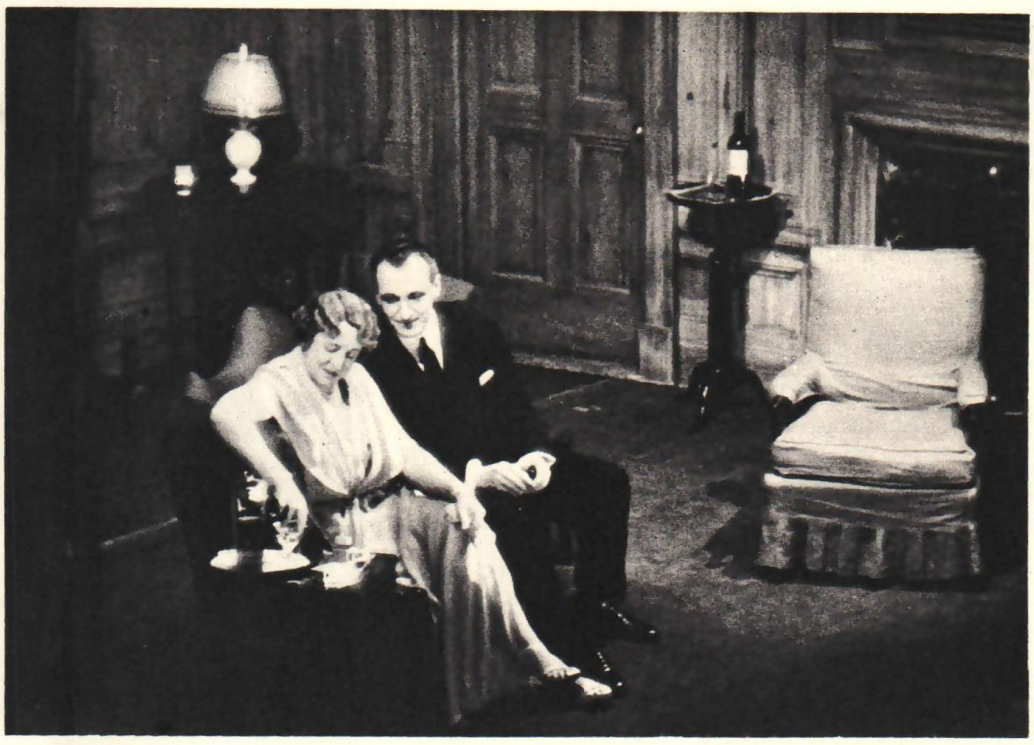
AT NEWPORT

AT MT. KISCO

Summer-theatre audiences vary according to their communities. Some, like those at the old Wharf Theatre, Provincetown, are frankly informal, even a bit Bohemian (*top picture*). They come in slacks and beach wear and like the theatre's experiments. At the Cape Playhouse, Dennis, theatre-goers are mainly good upper-middle-class "summer folk," with a sprinkling of wealth from "south of Hyannis" (*middle picture*). They dress in comfortable but conventional summer togs, react with comfort and ease to smart Broadway comedies. The Westchester Playhouse in Mt. Kisco is filled with intelligent New York commuters (*bottom picture*) who know good plays. Audiences at Newport are social register-ite (*left*). Evening dress is virtually obligatory. Response is cool, reserved, very well-bred.



That ancient war farce, *Lysistrata*, gets good mounting and acting at the soundly professional Westchester Playhouse in Mt. Kisco, N. Y. Westchester specializes in big names.



Two Broadway names, Margaret Anglin and Stiano Braggiotti, make the best of a mild new comedy, *Retreat From Folly*, at the Casino Theatre, Newport, R. I., before a society audience.

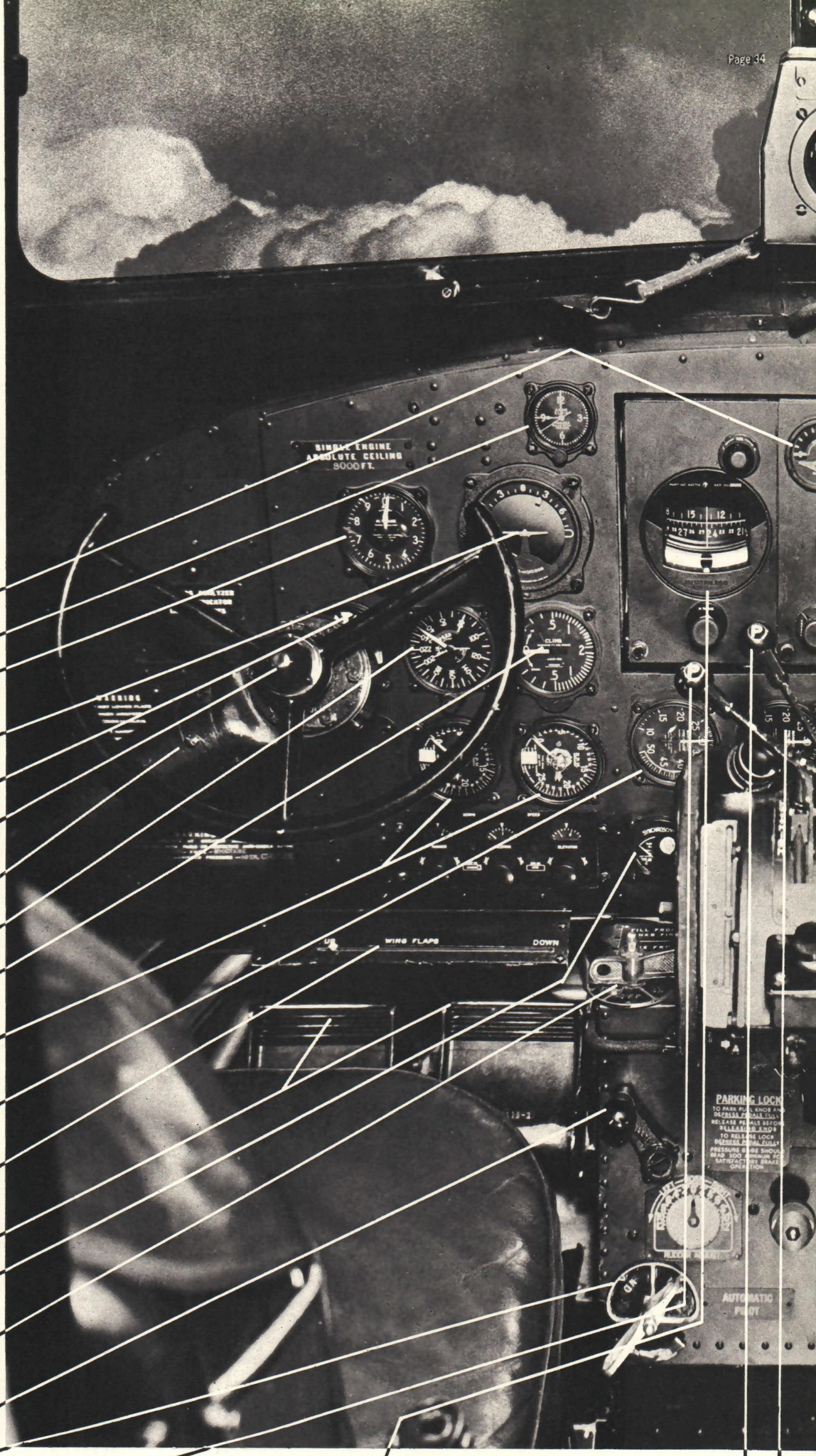
A Hollywood actress, Doris Nolan, delights Dennis, Cape Cod, with crisp playing in *Ways and Means*, one-acter by Noel Coward presented on Broadway last winter (see LIFE, Dec. 7).

A new comedy, *Stork on Skis*, is tried at the Wharf Theatre, Provincetown, with Leona Powers, an accomplished trouper. With rewriting and a new title, it may reach Broadway.

TO FLY TRANSPORT PLANE

You operate 145 instruments

The pilot of a modern transport airplane flies by instruments. Within his expert reach are 145 dials, levers and switches necessary to guide these mammoth craft safely across the U. S. On these two pages you see the panel board of one of American Airlines' Douglas DC-3s, 21-passenger ships. The picture shows 96 instruments. The other 49 gadgets are above the windshield or behind and to the sides of the pilot seats. The dials depict in figures every movement of the plane. The levers, pedals and switches control motors, ailerons, elevators, stabilizers and rudder. The pilots use 130 instruments during each flight, 15 in emergencies only. To be a transport pilot takes at least six years' training.



Vacuum gauge operates automatic pilot for level flying.

Eight-day clock has only four figures on its dial.....

Altimeter indicates height of the plane above sea level.

Artificial horizon dial tells the pilot whether his plane is in level flight. Cocked wings cock indicator.....

Bank & turn indicator marks angle of wings during turns.

Aileron-control wheel banks plane to right or left.....

Elevator-control column moves back and forth with aileron-control wheel making the ship climb or descend.

Indicator to give plane speed through air, not true speed.

This dial shows the plane's angle of climb or of descent.

Tachometers mark revolutions per minute of both engines.

Manifold-pressure gauge for the left engine. It measures the pressure from the supercharger to the engine.

Pedal controls wing flaps which slow plane when landing.

Pilot rudder-control pedals direct plane's course. Pressure on right pedal turns ship to right, left pedal to left.

Synchroscope shows if motors are revolving at equal rate.

Selector valve enables the pilot to feed the two motors with gas from any one of the four fuel tanks.....

Control for the rudder "fletner," which compensates for ship's tendency to veer off, holds it on course.....

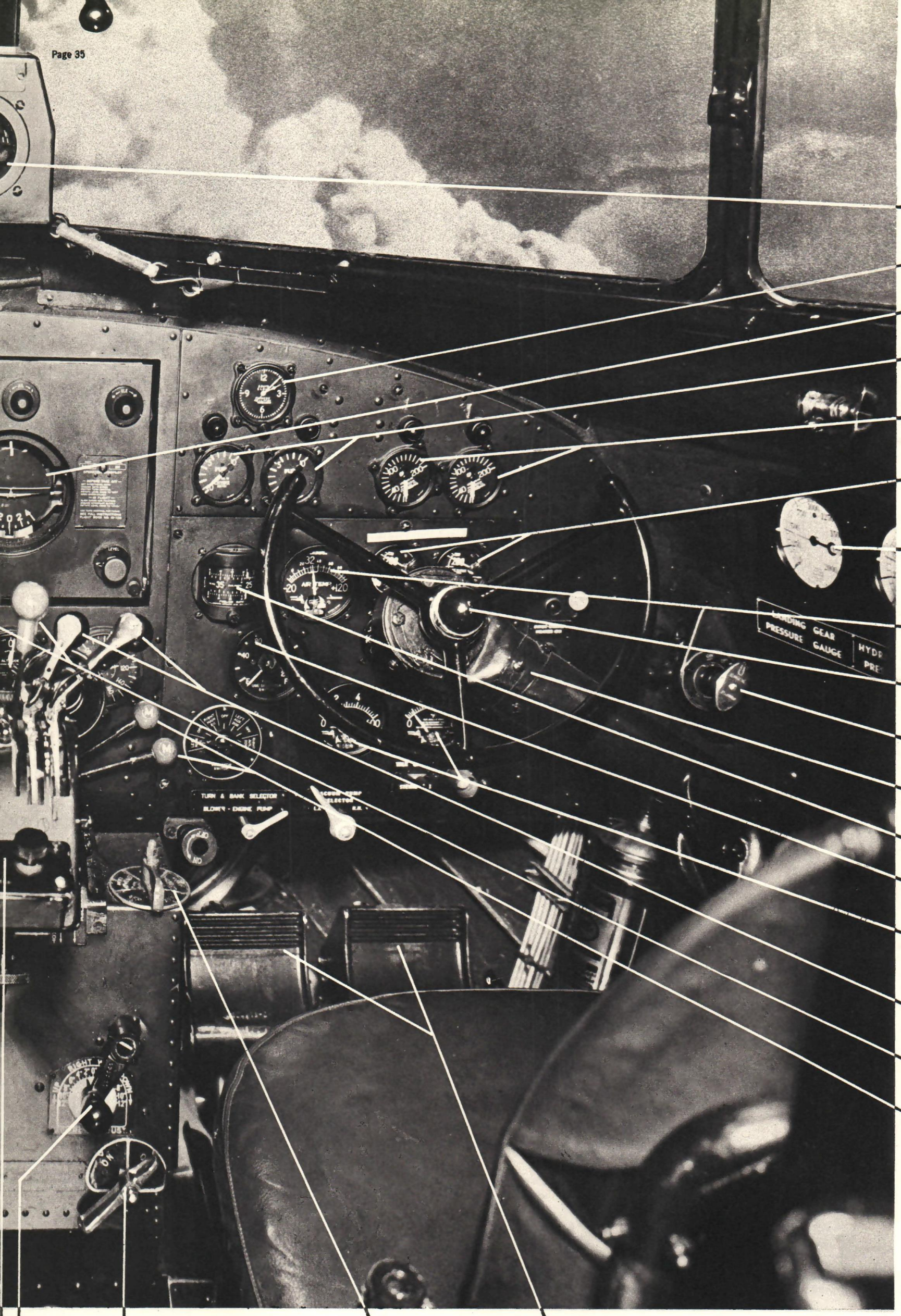
This switch turns on and shuts off the automatic pilot.

Propellor governor determines pitch of propellor blades on left engine (corresponds in action to automobile gears).

Directional gyrocompass of the automatic pilot maintains the directional stability, keeps the plane on its course.

Propellor governor sets pitch of right propellor blades. Pitch is changed for climbs, landings, cruisings.....

Manifold-pressure gauge for the right engine. It measures the pressure from the supercharger to the engine.....



This master compass indicates the magnetic direction.

Second pilot's eight-day clock.

Bank-and-climb gyro marks climb, descent or level flight.

The fuel pressure gauges for the right and left engines.

Two gauges indicate oil pressure for right and left engines.

Two oil temperature gauges for left and right engines.

This gauge indicates whether the oil pressure is sufficient to force retractable wheels down to a landing position.

This dial thermometer marks temperature outside plane.

Second pilot's aileron-control.

Engine primer pump for starting motors in all weather.

Second pilot's elevator column.

Exhaust analyzer checks air and gas mixture in motors.

Dial marks fuel in the tanks.

Cylinder-head temperature gauges for both the motors.

The carburetor heat controls for the left and right motors.

Throttles governing power applied through both motors.

Carburetor mixture controls for left and right motors.

Selector valve operating pump which feeds fuel to motor.

Control for the aileron "fletner," which stabilizes the plane.

These knobs determine volume of sound emitted by radio.

Second pilot's rudder pedals direct the course of the plane.

Selector valve for the engine fuel tanks. With this the pilot can shut off the left or right engine instantaneously.

PAN AMERICAN AIRWAYS WINS COLLIER TROPHY FOR PACIFIC PLANE SERVICE

On August 6, Pan American Airways' able, suave President Juan Terry Trippe flew to Washington, shook hands with President Franklin D. Roosevelt, marched off with the massive Collier Trophy. Thus Pan American acquired U. S. aviation's highest award for the "establishment of the transpacific airline and the successful execution of extended overwater navigation and the regular operation thereof." Translated into statistics this meant that within the last year the four Pacific Clippers completed 70 round trips between San Francisco and Manila, flew 6,000,000 passenger miles without an accident, or even a canceled flight.

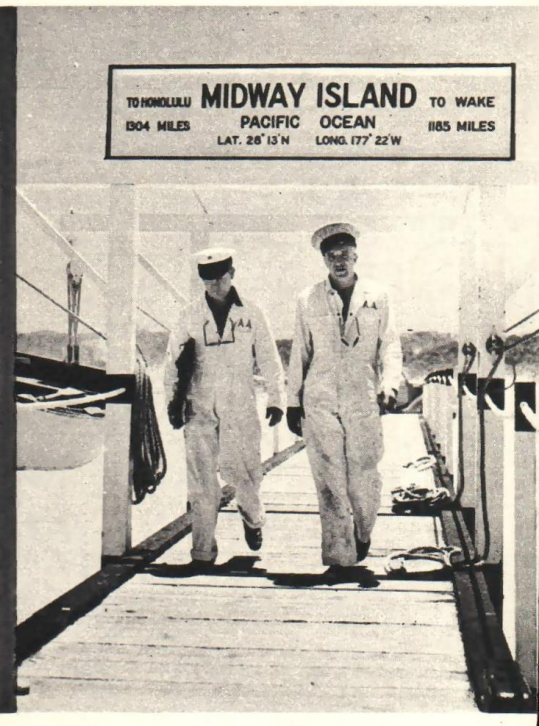
In April 1935, Pan American began test flights to Hawaii. Simultaneously air bases were erected on the barren coral atolls of Midway and Wake Islands. Radio and meteorological stations were strung across the Pacific. In November 1935, the Clippers began flying the 8,000-mile route carrying mail and express. Eleven months later a passenger service was inaugurated and an extension service to Hong Kong, China, was added. Since then 510 persons (240 women) have paid $950 apiece to make the five-day transpacific trip by air. On these two pages you see the first complete set of pictures showing what these 510 passengers saw on their flight.

1 Weather forecasts are given to flight officers at Alameda Airport immediately before the westbound take-off. These determine the course of flight, the maximum payload, the necessary fuel load and available cabin space.

2 Position reports are radioed by the Clipper every half hour during flight. This officer receives messages, plots the ship's location.

3 Every Wednesday at 3 p. m. crowds gather at Alameda Airport to see the Clipper off on its 2,400-mile flight to Honolulu. In 50 seconds the four motors lift the 26-ton craft into the air.

4 Honolulu is reached after 18 hours of flight most of which is made during darkness while the passengers sleep. After a night's layover the Clipper leaves at dawn for Midway Island. Navy ships are in the background.

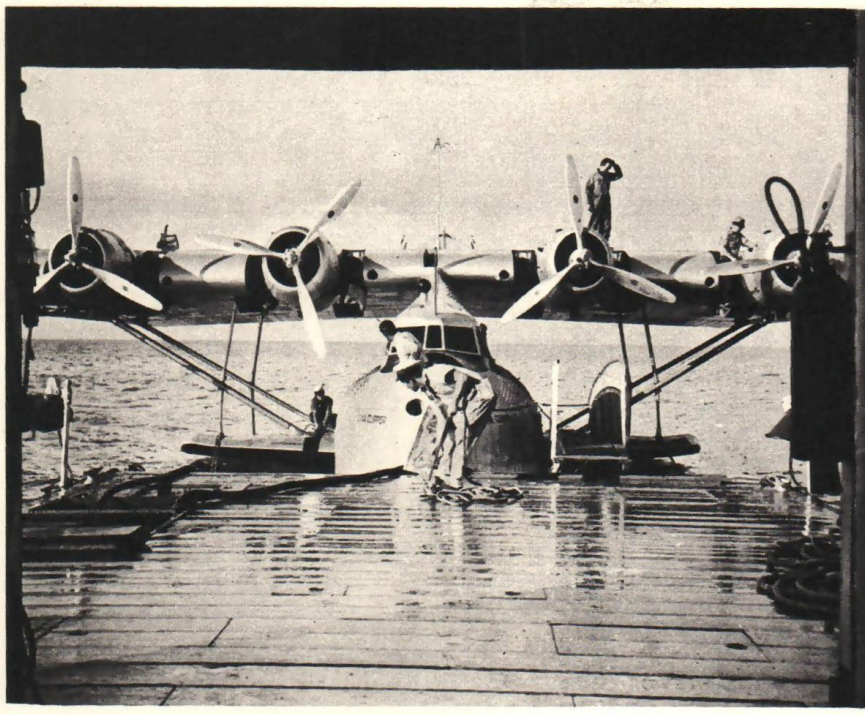


5 Debarkation occurs Friday afternoon at Midway's pier. The Clipper is moored to a barge in the lagoon, its passengers ferried ashore

6 This is Midway's only street. The island boasts two cars, one of which is above. Residents believe in comfort, wear few clothes.

7 Pan American Airways Inn at Midway accommodates 50 guests. Some are vacationists "getting away from it all." Clipper passengers stay here overnight. Gooneys, found only on Midway, entertain visitors.

8 The main dining room of Midway's Inn is comfortably cool. Menus a these transpacific hotels are radio-controlled in order to avoid duplicatio and monotony for through passengers on their five-day westward fligh



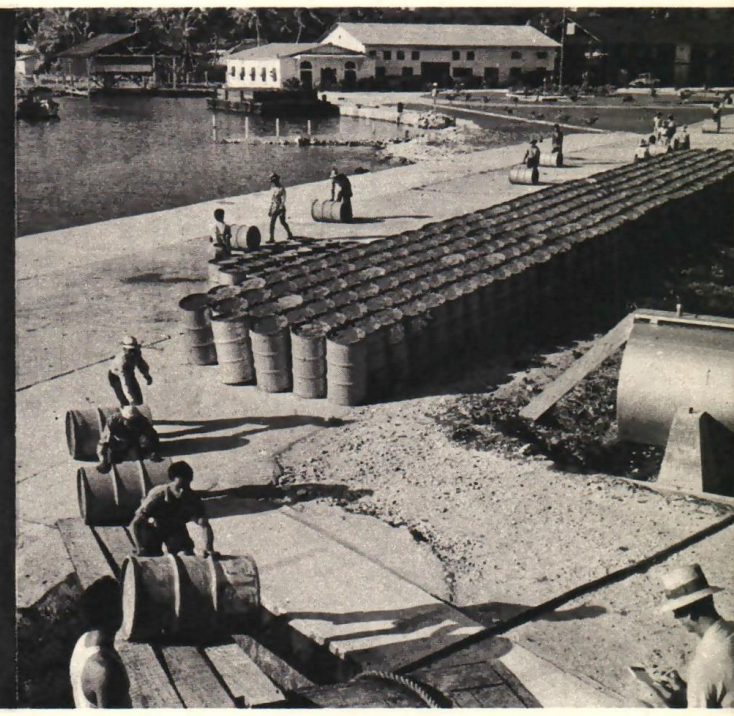
9 Servicing the Clipper at Midway. At each island the ship is inspected at night and prepared for the following day's flight. Parts of the wings open up to give footing to the crew of mechanics checking the 950-h.p. engines.

10 Third station is Wake, an island overgrown with tropic shrubbery. Having crossed International Date Line, the plane reached Wake Sunday instead of Saturday.

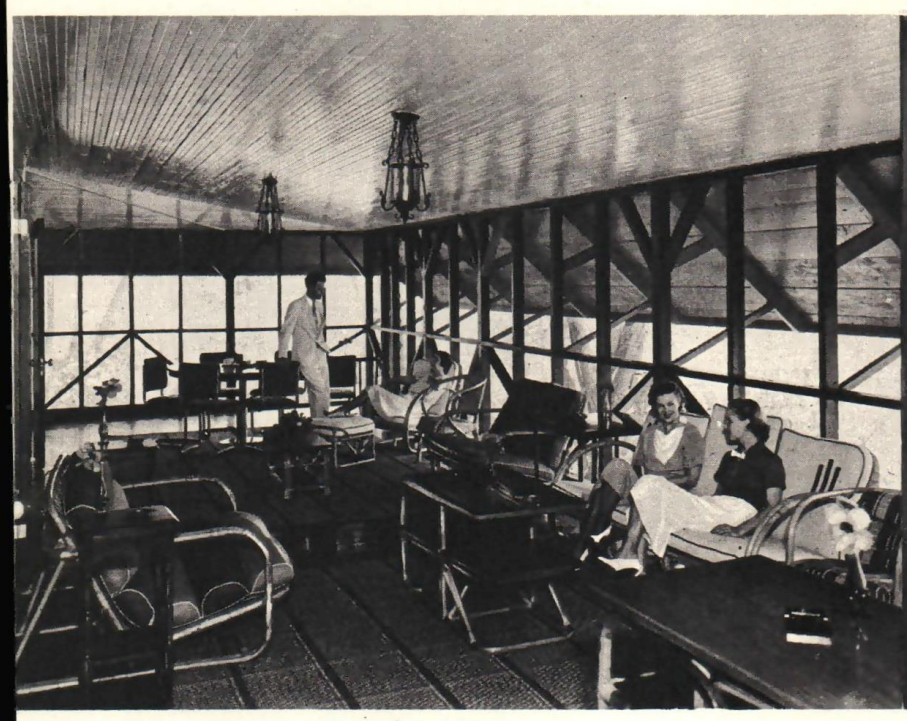
11 Pride of Wake is this railway which carries all supplies from the landing pier to the settlement. As few ships come here, Clippers bring in perishables.

12 A passenger unpacks for the night in a Wake hotel bedroom. Her $950 ticket includes all meals and hotel accommodations during the flight. Wake was uninhabited until 1935 when Pan American Airways took over, built a modern air station.

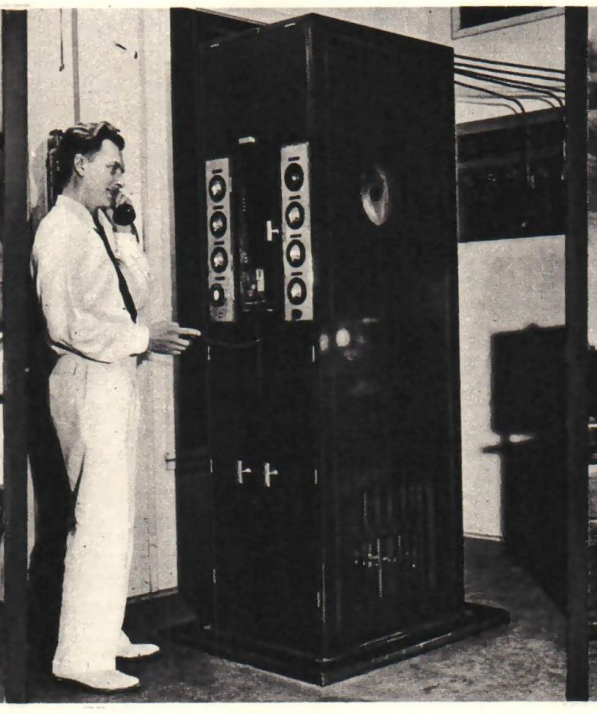
13 At dawn Monday the Clipper takes off from Wake (*above*) for the 1,560-mile flight southwestward to Guam, which is reached early that afternoon.



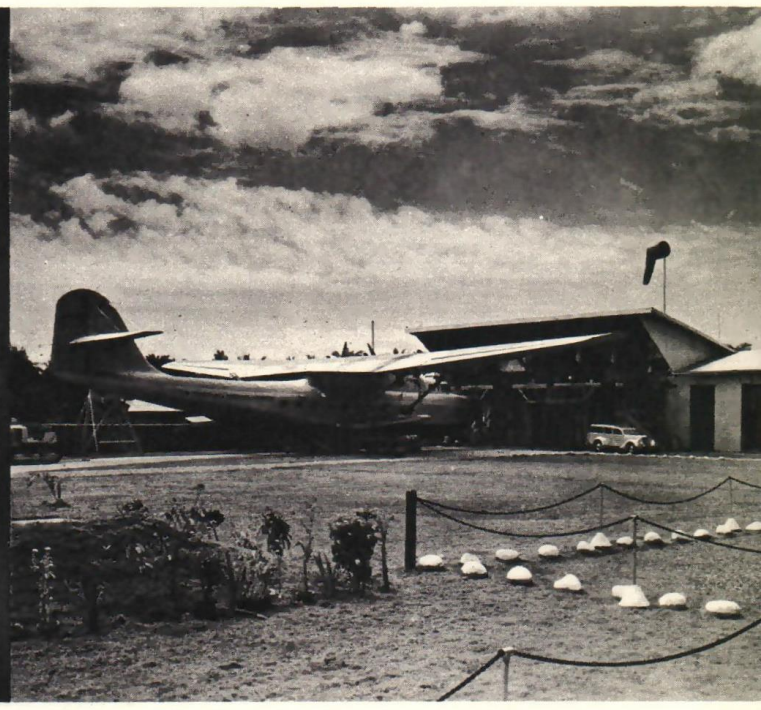
14 The base at Sumay, Guam, is the fourth and last overnight station. Here you see a part of Pan American's fuel supply shipped in for its Clippers.



15 Passengers at ease on the porch of the Pan American Inn at Sumay. While travelers approach the island by plane (150 m.p.h.) the principal mode of local transport for natives is still by patient, plodding water buffalo (3 m.p.h.).



16 Radioman Theodore Krutky, at Sumay, operates transmitter and receiving sets by which he talks to the officers of the Clipper ships.

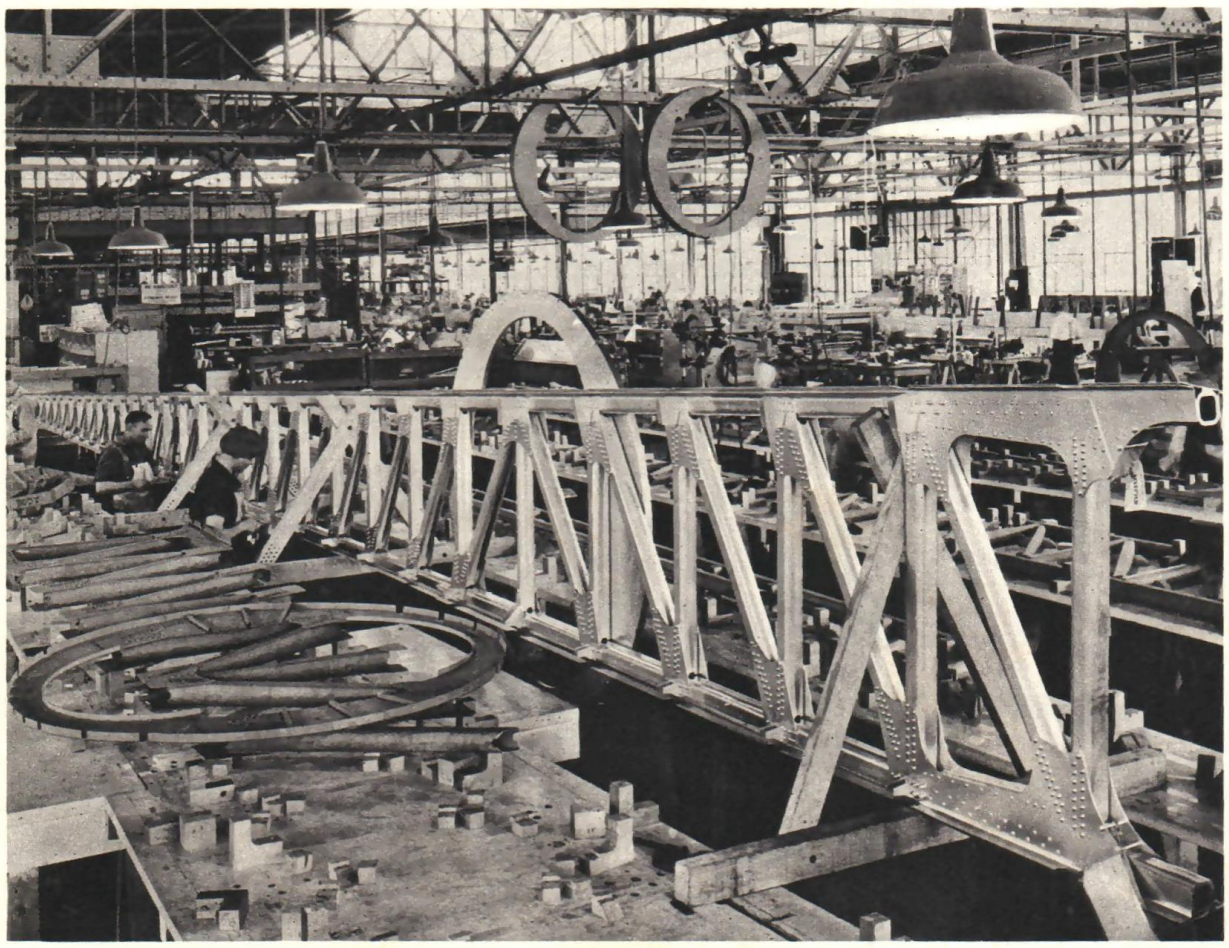


17 The last station is Manila, reached Tuesday evening after the 1,530-mile flight from Guam. Here the Clipper is pulled out of the water after its five-day flight.

CONTINUED ON NEXT PAGE

(*continued*)

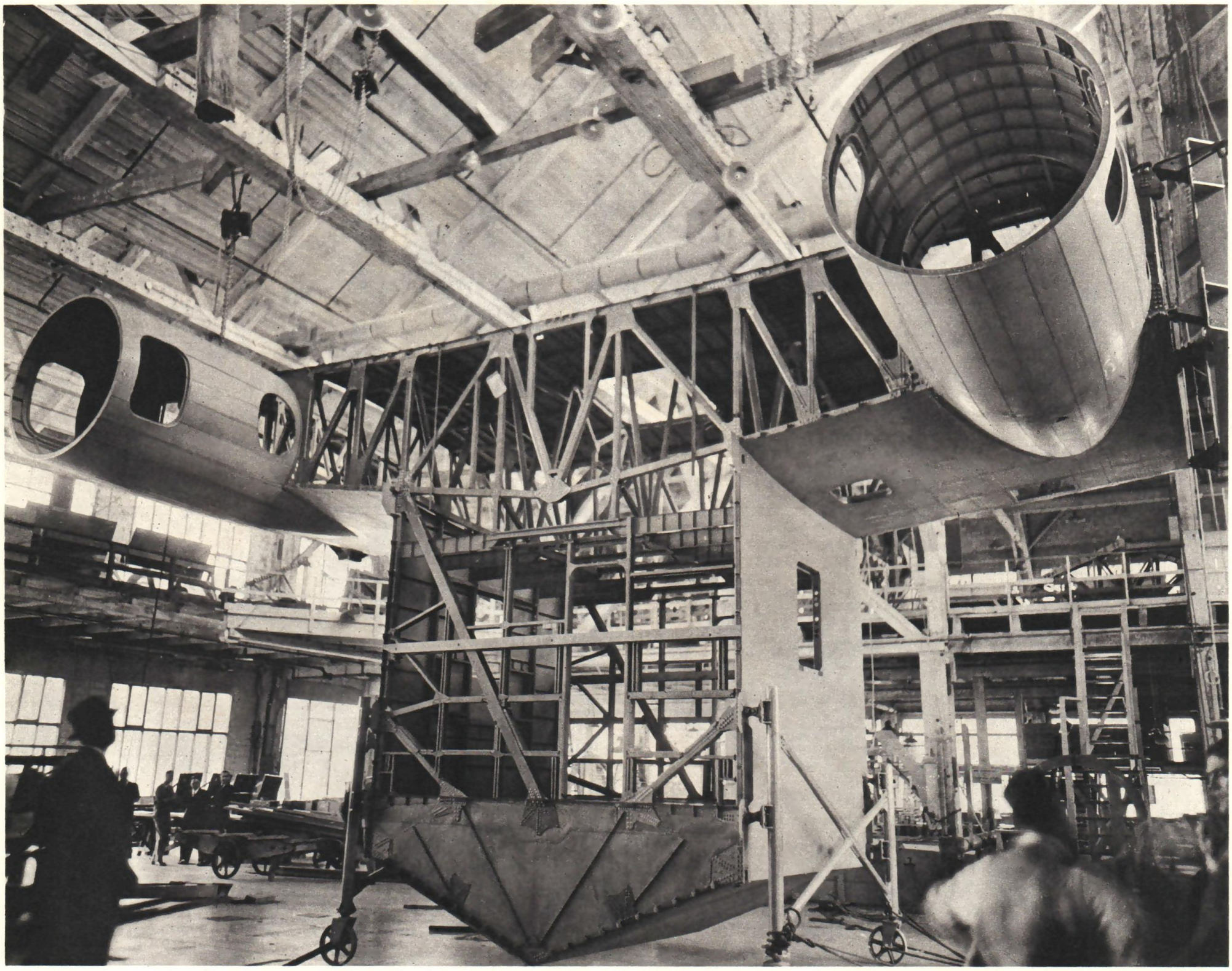
BOEING BUILDS LARGEST U. S. FLYING BOAT FOR TRANSATLANTIC SERVICE IN 1938



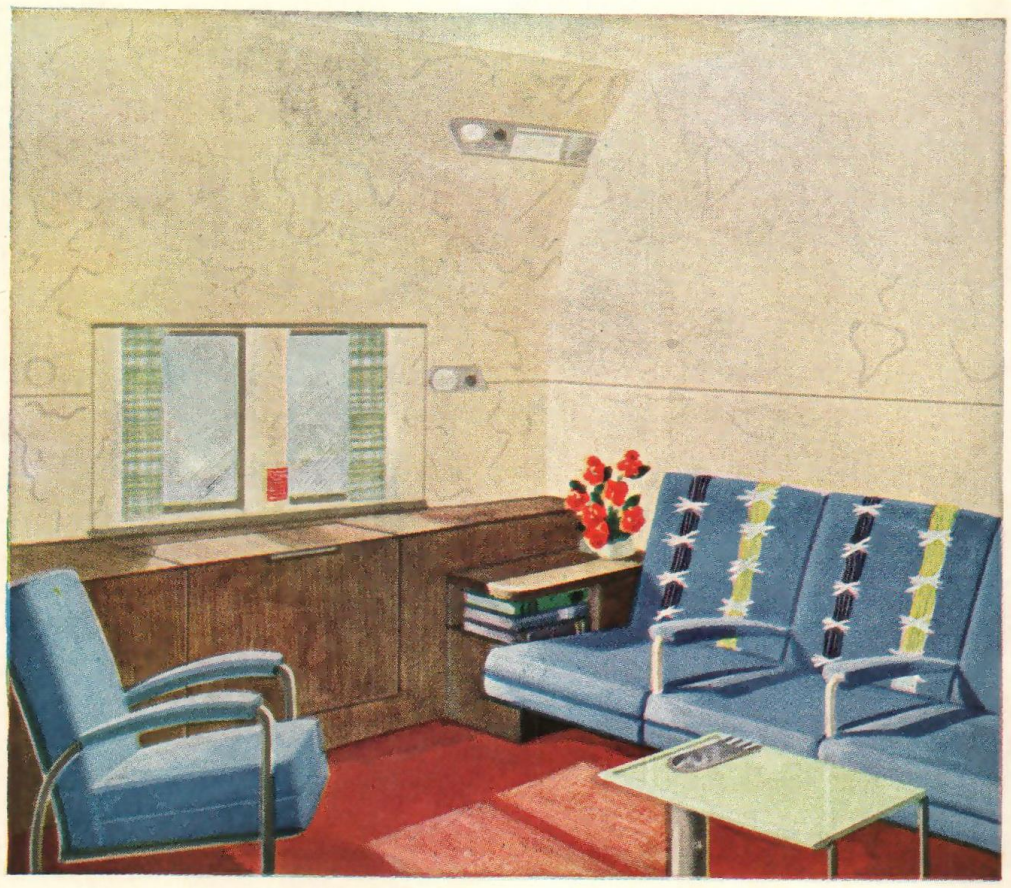
DURALUMIN WING SPAR FOR THE ATLANTIC CLIPPER IS 59 FT. LONG

For ten years intrepid aviators have lifted planes, heavily loaded with gasoline, from European and American airports to swing them out over the Atlantic. Some reached their destination but many did not. Transatlantic flights are passing from the hands of daredevil prospectors to those of commercial operators. Next year unless all present signs fail you will be able to fly from New York to London in 24 hours for $500. Responsible in the U. S. for this final step in oceanic flying are Pan American Airways, which will operate planes, and Boeing Aircraft Co. which is now constructing them. (Britain's Imperial Airways will operate a similar service—see LIFE, July 19.)

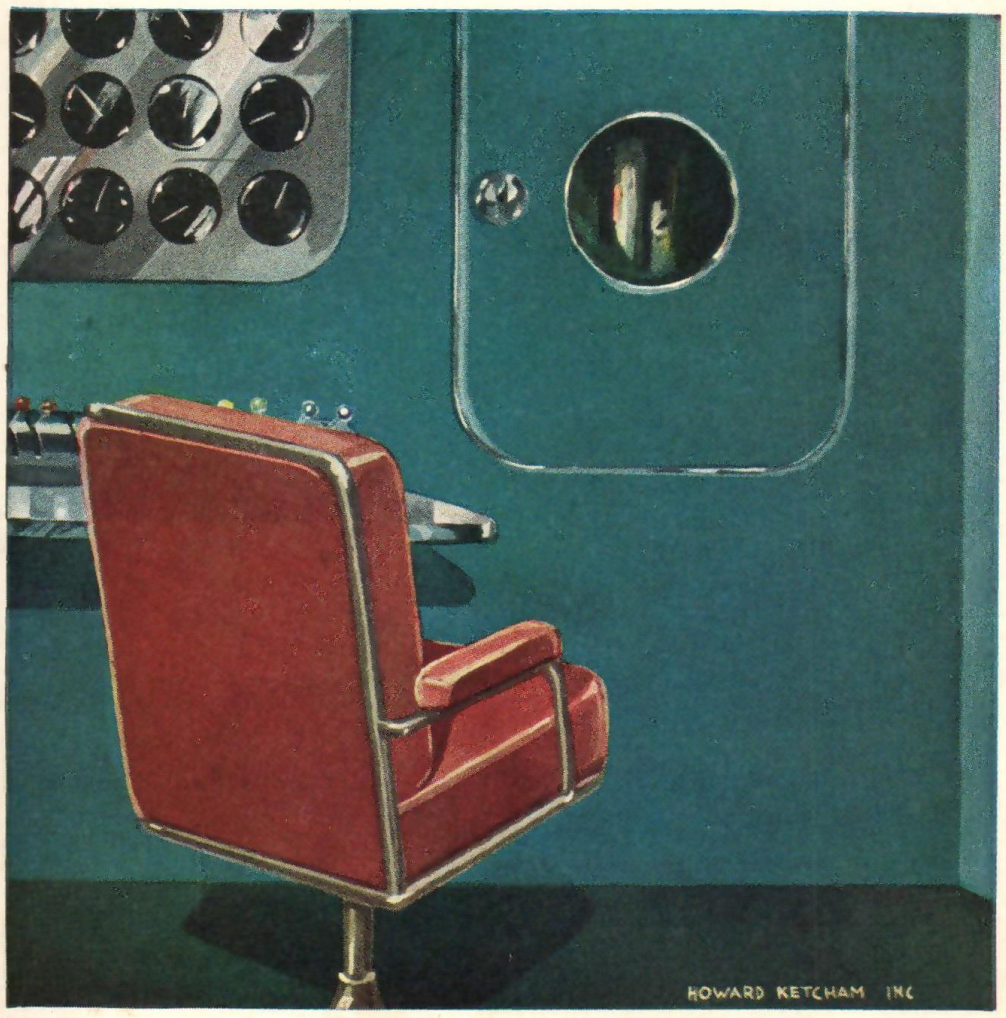
The first of Pan American's Atlantic Clipper flying boats is now being assembled at the Boeing plant (*see below and left*) in Seattle, Wash. When completed this fall, it will be the largest plane ever manufactured in the U. S.—twice the size of the Clippers which pioneered the Pacific (*see pages 36–37*). Its 86,000 lb. of duralumin frame, motors, instruments and equipment will cost $1,000,000. When test flights are completed five sister ships will be assembled by Boeing. Each ship is powered by four 1,500-h. p. twin row Wright Cyclones and will have a flight range of 5,000 miles. For a diagrammatic drawing in color of this monster ship, turn the page.



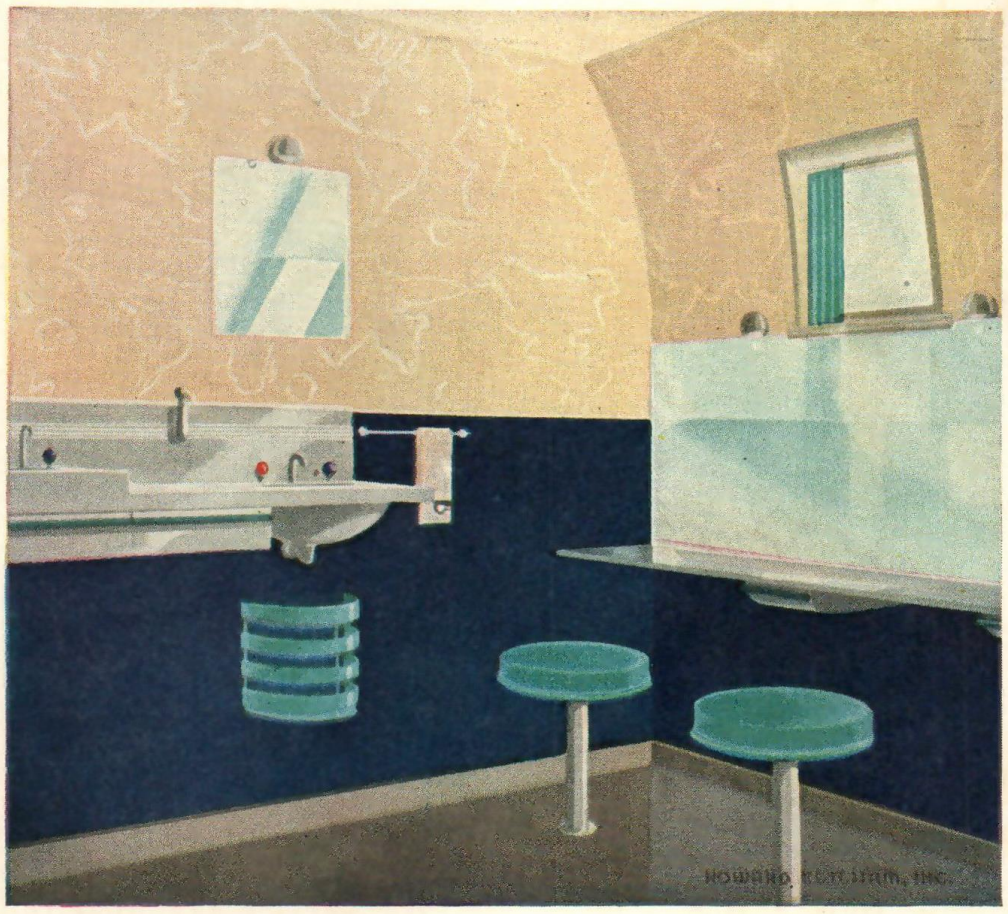
TO THIS MASSIVE CENTRE SECTION OF THE ATLANTIC CLIPPER, WING SPARS WILL BE ATTACHED AND TWO MOTORS FITTED



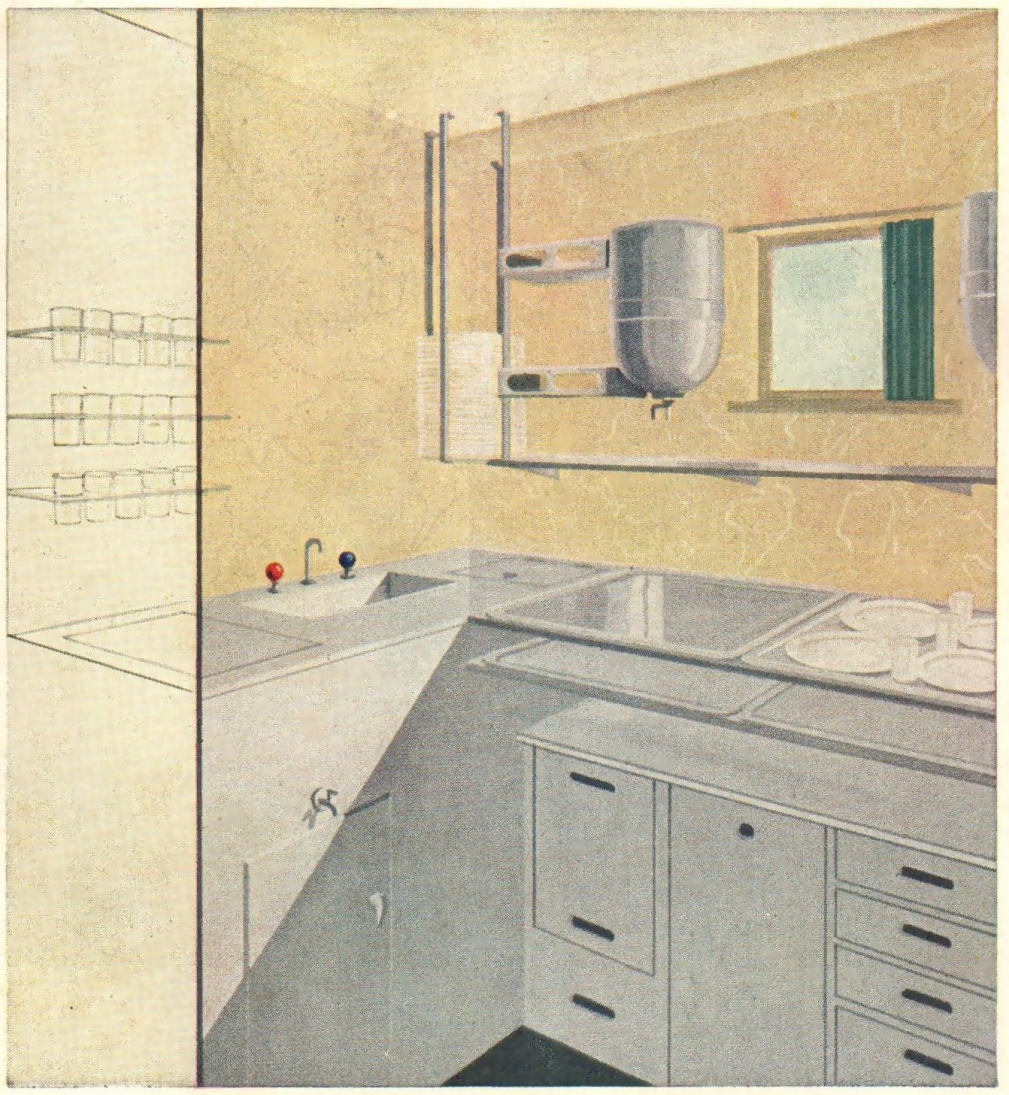
ONLY THIS DE LUXE COMPARTMENT HAS A BOOKCASE AND COCKTAIL TABLE



THE FLIGHT ENGINEER WATCHES HIS CONTROLS FROM THIS SWIVEL CHAIR



THE LADIES' WASHROOM HAS LEATHER-COVERED STOOLS FOR PRIMPING

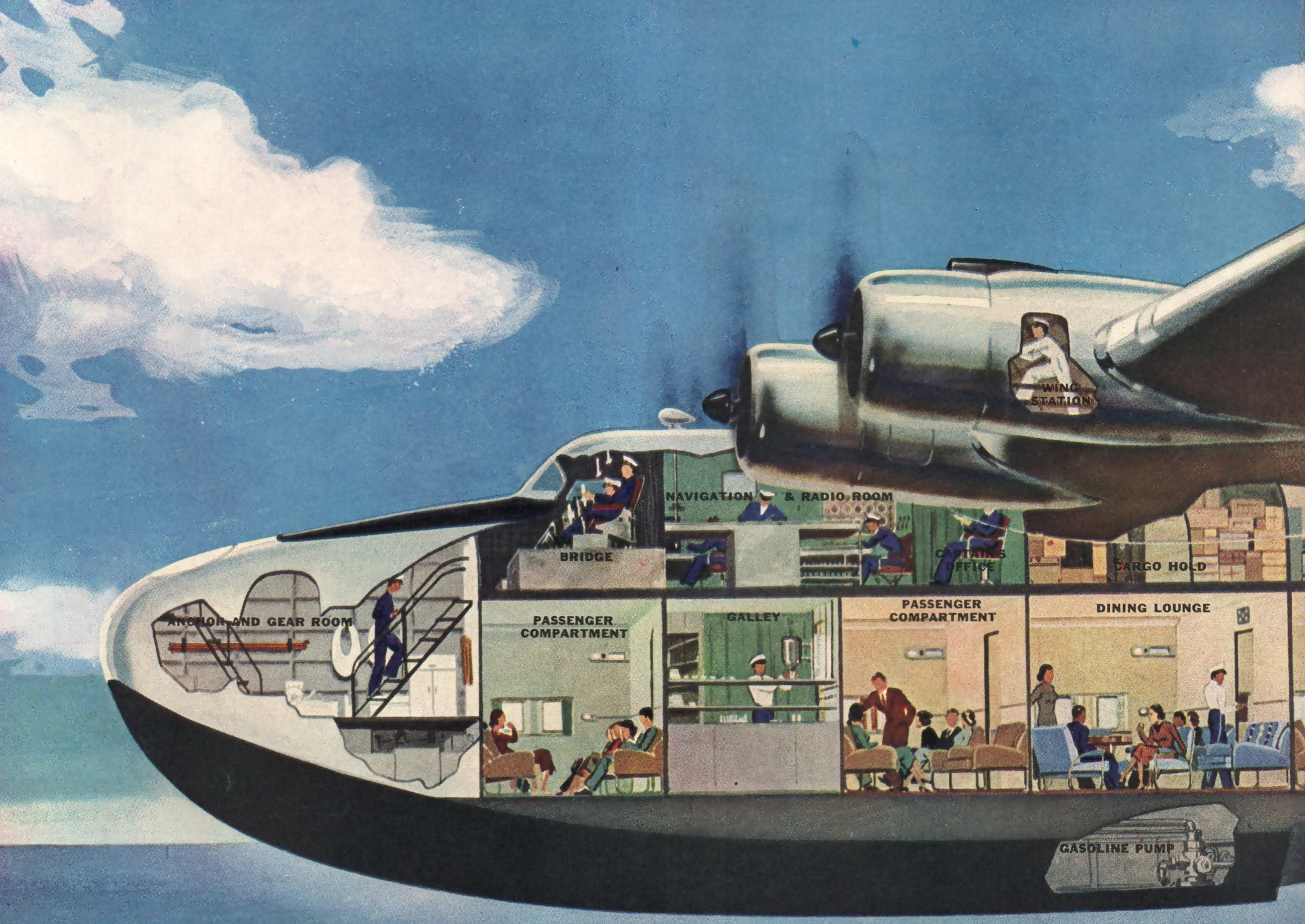


THE GALLEY, FINISHED IN DURALUMIN, HOLDS TWO STEWARDS

ATLANTIC CLIPPER HAS MODERN INTERIORS

TRANSATLANTIC LOWER BERTH

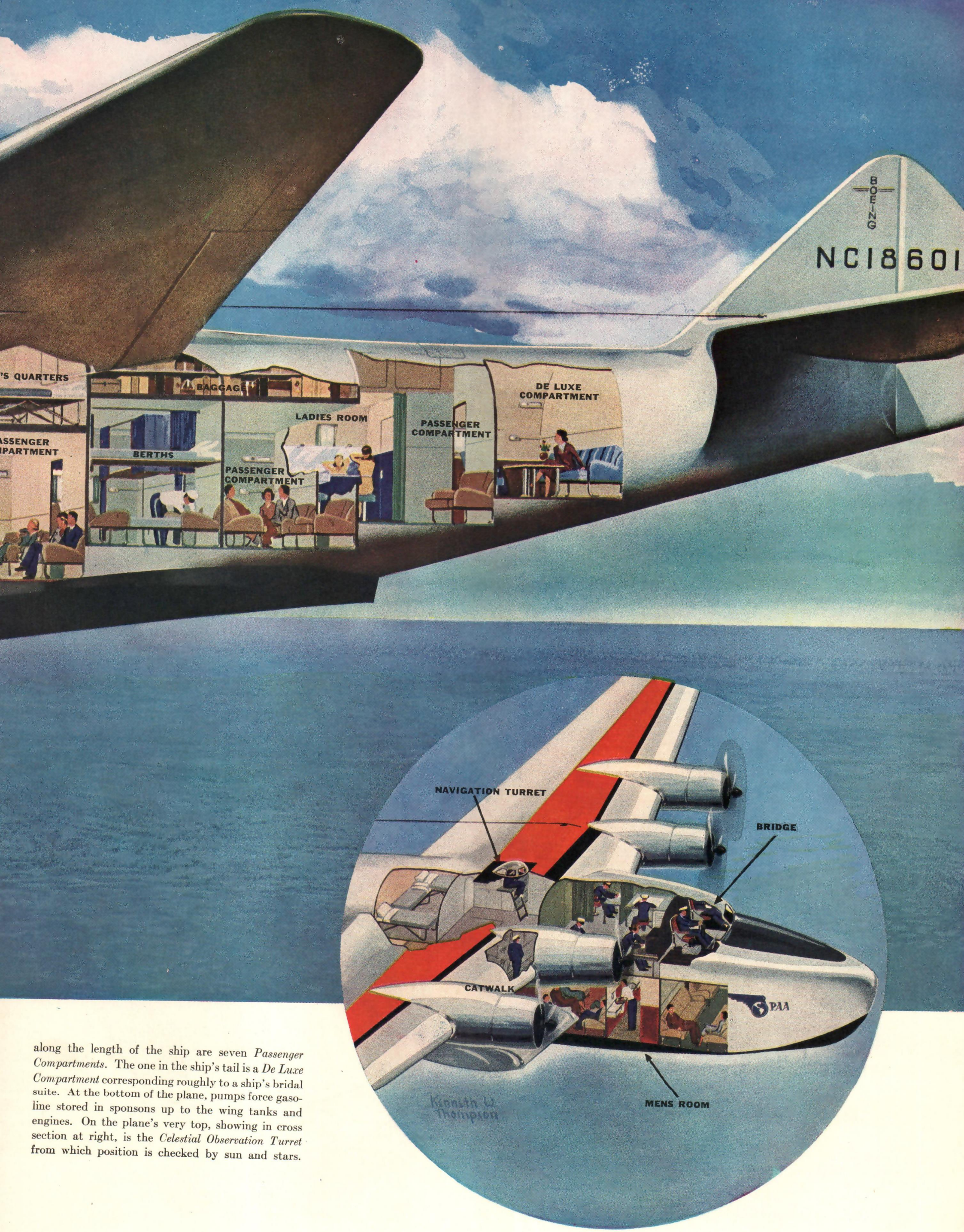
As befits anything so modern as a transatlantic passenger plane, the Atlantic Clipper will have modern furniture, designed under direction of Pan American engineers. In furnishing, the engineers' main concern was with weight and soundproofing. Weight is kept down by using duralumin furniture, light-weight fabrics, windowpanes made of a plastic lighter than glass. For soundproofing, walls are covered with fabric which has to be porous so that sound waves will pass through instead of being reflected. It must also be strong and elastic because it is fastened to the walls by snaps and removed for cleaning. Mohair with its loose weave was chosen for this purpose. The involved matter of selecting colors was done largely by Howard Ketcham, New York color expert. Clipper colors had to be bright to reflect light and make the plane seem spacious and airy. On the other hand, they could not be too bright because the glare above the clouds would then be uncomfortable. Colors should not tire the eyes by being too gay and varied but they should not tire them by being too monotonous. The colors finally chosen for major use are "skyline" green, "Miami sand" beige and a shade called "Pan American blue." The Clipper's seven compartments will seat 60 and sleep 40 passengers. Others can nap in the lounge which seats 15 and is also the reading and dining room. Meals, which are prepared before take-off and kept warm in the plane's galley, are served here in shifts. For a cross-section picture in color of the Atlantic Clipper, turn the page.



THIS IS THE CLIPPER SHIP THAT WILL FLY ATLANTIC

The 86,000-lb. Atlantic Clipper which will carry Pan American passengers across the Atlantic is shown here in cross section. At the bow of the plane (*above*) is the *Anchor and Gear Room*, which also holds a mooring post which slides out when the hatch is opened. From this room a gangway leads up to the *Bridge* which is entirely lined with black to eliminate glare. Here two pilots handle controls which fly the plane. Back of the Bridge is *Navigation and Radio Room*, directive brain of the ship. Here are (*left to right*) the radio officer, the flight navigator and the flight engineer, all of whom have telephone communication with the bridge. *Captain's Office* is just behind, curtained off. In back of this is the *Cargo Hold*, whose main contents will probably be mail.

Below, are the *Galley* and *Dining Lounge*. Stretched



along the length of the ship are seven *Passenger Compartments*. The one in the ship's tail is a *De Luxe Compartment* corresponding roughly to a ship's bridal suite. At the bottom of the plane, pumps force gasoline stored in sponsons up to the wing tanks and engines. On the plane's very top, showing in cross section at right, is the *Celestial Observation Turret* from which position is checked by sun and stars.

RITZ GOES TO A PICNIC

There they go. This is the second package of Ritz our hungry sun-bathers have consumed. And competition for the rest of these taste-teasing crackers is keen.

Let this be a lesson! When you go picnicking take plenty of Ritz. They add such a zest to salad, cheese and spreads that a basket lunch tastes like a banquet.

Reward to the winner. The young lady behind the screen has just given her husky opponent a severe trouncing. The gallery pays tribute by offering Ritz—her favorite cracker. And is the defeated gentleman unhappy? No! For in one minute he's going to get a long, cold beverage and plenty of Ritz for himself. He knows (just as all America does) that nothing tastes so good with all drinks, as golden, nut-like Ritz.

Three's never a crowd—when the third party is Ritz! To paraphrase Mr. Khayyam —"a summer sun, a box of Ritz and thou" —is fun enough for any young man. These "give me another" crackers are good companions for any summer outing.

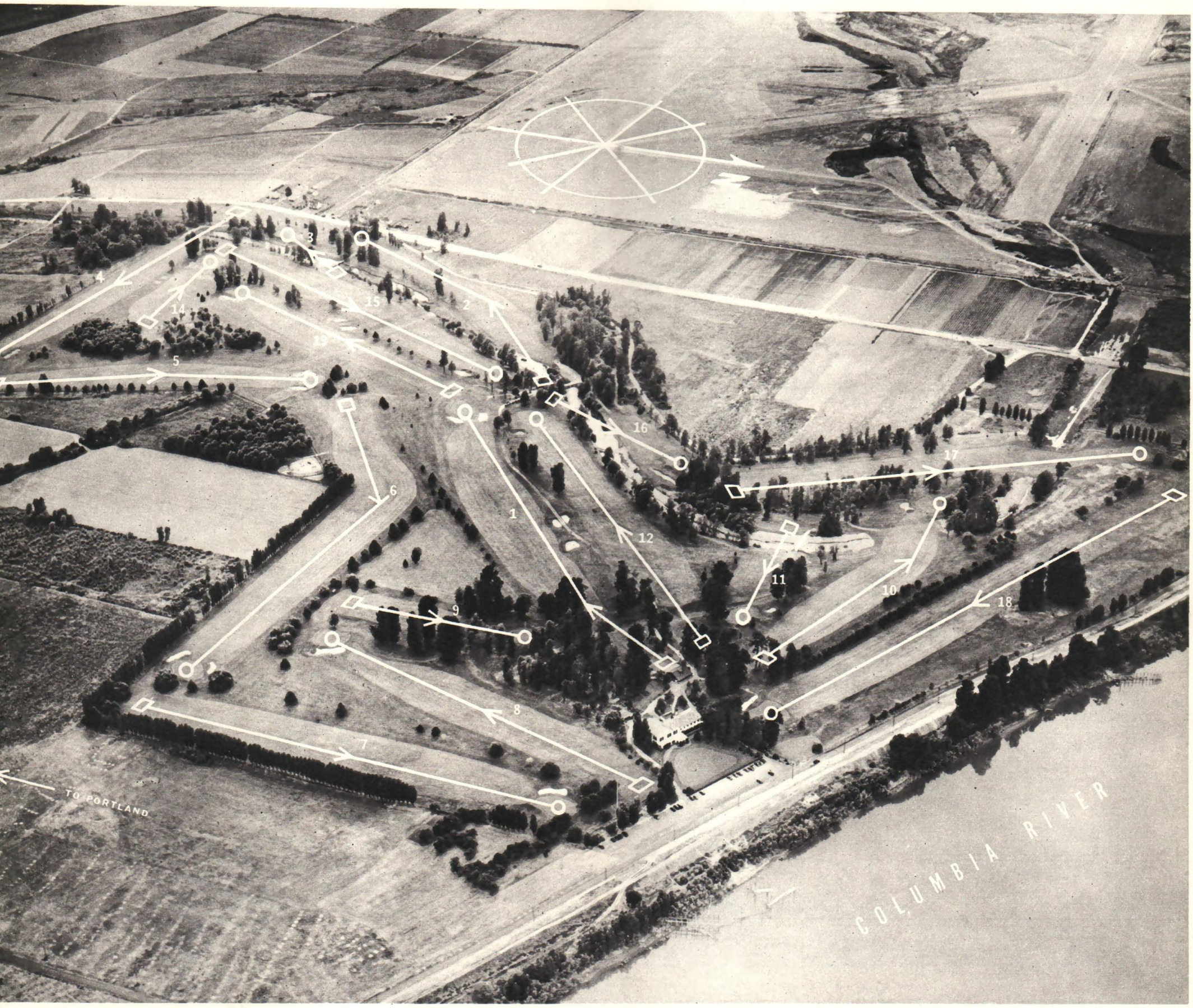
FREE! A fascinating book "50 Delicious Desserts"—with delectable, easy-to-make recipes that will brighten up any menu. Write National Biscuit Company, 449 West 14th Street, Dept. 82, New York.

THE SEAL OF PERFECT BAKING

Ritz is a product of NATIONAL BISCUIT COMPANY

SPORT

Amateur Golf Championship at Oregon Club honors the late Chandler Egan



CHANDLER EGAN

When the U.S. Golf Association chose Alderwood Country Club, 6 miles north of Portland, Ore., for the 41st National Amateur Championship tournament beginning Aug. 23, it was paying tribute to a man whose death last year at 52 cut short one of the most astonishing careers in U.S. golf. At 20 Chandler Egan, while still a Harvard student, won his first national title, kept it the next year. Four times he won the Western Championship—first when he was 18. In his late twenties, Egan went to Oregon and apparently forsook golf for fruitgrowing. But in 1915 he started to stage a great comeback by winning the Pacific Northwest Championship. At 50 he was so good again that he was included on the American Walker Cup team. Because he had long hoped to bring the Nationals to his home course at Alderwood Country Club, selection of this links for this year's tournament is as much a memorial to Chandler Egan as any granite slab.

Its selection also makes excellent sense golfwise, for the 6,601-yard course, revamped and improved for the tournament, is full of tricky hazards calculated to test the mettle of even such crack players as Johnny Goodman, Johnny Fischer and Scotty Campbell. Notably difficult are holes 2, 3, 9, 11, 12 and 16 (*see map above*). On No. 2 (449 yards, par 4) unless the drive is perfectly placed, it will go out of bounds on the right or down a steep bank into the rough or water on the left. No. 3 (125 yards, par 3) has a canal, a tricky green flanked by traps and a steep embankment. No. 9 (159 yards, par 3) calls for a No. 5-iron shot through trees to a small green. No. 11 (182 yards, par 3) is also short but tough, with a sand hazard and a small elevated green. No. 12 (449 yards, par 4) is tricky with trees, traps and sand hazard. No. 16 (207 yards) is an outstanding 3-par hole, calling for a No. 1-iron or spoon shot diagonally across a water hazard. Easiest hole is No. 8 (312 yards, par 4).

Best shot in the club's 13-year history was made in the 1932 Pacific Northwest Championship by Winner Chandler Egan: double eagle on 5-par 501-yard No. 1.

Your car never should go Nudist! Without Simoniz, you can't hope to keep the finish beautiful. Weather, dirt, and ultra-violet rays soon dull and eventually destroy the lacquer or enamel. Only Simoniz contains the secret ingredient which stops this damage. It makes finishes last longer and keeps their colors from fading. You need Simoniz Kleener, too! Nothing else restores lustre so quickly, easily, and safely. Insist on Simoniz and Simoniz Kleener for your car! They'll keep it beautiful for years! **MOTORISTS WISE SIMONIZ**

SPORT

Hole-in-one tournament produces two aces

Since 1932, the N. Y. *World-Telegram* has annually held a hole-in-one tournament for golfers with an accredited hole-in-one on their score cards. Each entrant has five tries. First year none of the 217 players made the cup. In 1933 Jack Hagen, first of 340 to tee off, sank an ace on his first ball. Next three years 1,569 players drove 7,845 balls without an ace. On Aug. 9, first day of the 1937 event, Franklin A. Schriver, 40, lawyer, of Chester, N. Y., on his second shot drove just short of the 135-yd. fifth hole of New Jersey's Forest Hill Field Club, saw it roll into the hole. Next day T. Arthur Menzel, 39, of Stamford, Conn., drove his fourth shot just beyond the 145-yd. ninth hole of Westchester's Leewood Golf Club, saw it spin back into the hole. To both men went "hole-in-one" signet rings.

FRANKLIN A. SCHRIVER

T. ARTHUR MENZEL

"If you haven't got what they ask for, sell 'em something else"

THIS axiom of selling sometimes creeps into advertising—into the recommendations an agency makes to its clients.

If an agency is weak in any department, it is only human that it *minimize* the importance of that department and *emphasize* the importance of the department in which it is strong.

It is our belief that the only way to overcome this perfectly natural tendency —and to give advertisers unbiased, unprejudiced counsel—is to be so strong in every department that there is no temptation to sell one above the other.

YOUNG & RUBICAM, INC.
ADVERTISING
•
NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • TORONTO • MONTREAL

Summer Sun and a soaking shower are bad news for Hair!

Protect yours with Vitalis and the "60-Second Workout"

AFTER YOUR hard-played 36 holes of golf, your strenuous sets of tennis—it's refreshing to step under your shower and relax. But that exhilarating spray of water does its full share to damage the looks of your hair.

For after the summer sun has baked your unprotected hair dry and brittle—your shower washes away the vital oils that Nature gave you—leaving your hair lifeless.

And that's where Vitalis and the "60-Second Workout" step in to aid and help you. Apply Vitalis to the scalp with a brisk massage. Feel the fine tingle as Vitalis gets in its good work and its pure vegetable oil comes to the rescue of your oil-depleted hair. Your circulation is roused—your sun-parched scalp "comes to life"—your hair takes on a rich, lustrous look. 50 seconds to rub, 10 seconds to comb—that's the "60-Second Workout."

With Vitalis every hair is firmly in place—just the way you want it—without a trace of that very objectionable "patent-leather" look.

Don't let the hazards of sun and water wreck your hair. Whatever you do—play golf or ride, swim or sail, enjoy it to the full—but help keep your hair lustrous and handsome with Vitalis and the famous "60-Second Workout."

1. 50 SECONDS TO RUB—Circulation quickens—the flow of necessary oil is increased—hair has a chance!

2. 10 SECONDS TO COMB AND BRUSH—Your hair has a lustre—but no objectionable "patent-leather" look.

Use VITALIS

AND THE "60-SECOND WORKOUT"

REAL MOTHER VS. FOSTER MOTHER

Donald Horst's case is settled amid tears

In Chicago, the Case of Donald Horst unfolded as the month's best human-interest story. It all began when Mrs. Otto Horst reported the "kidnapping" of her small "son" Donald. Two days later Donald was turned over to police by John Regan and Sylvia Lavin. They were Donald's real parents. When Donald was born two and one-half years ago, a physician told the unmarried couple that he knew of a home for the child. Mrs. Otto Horst thereupon went into a fake confinement, the doctor falsified a birth certificate and the Horsts proudly announced the birth of a son. Not until last month did the real parents learn who had the child.

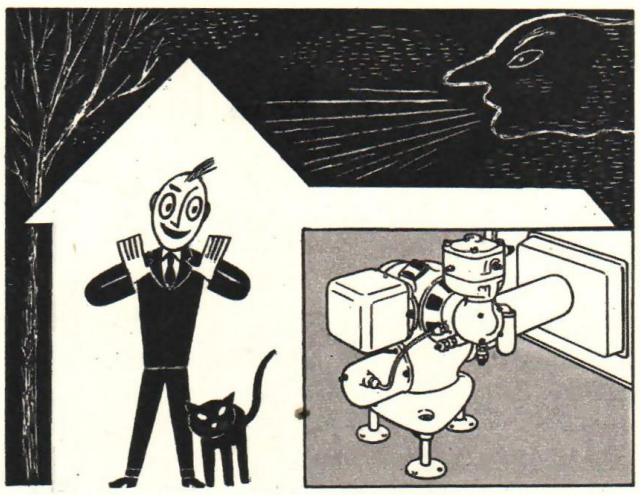
It looked like a tough problem for any court to decide and Donald was sent to an orphanage. As he lay abed with a fever, Mrs. Lavin voluntarily signed papers giving her son to the Horsts. "Donald is going back to a better home than we could give him," his real mother said. Then she burst into tears as grateful Mrs. Horst (*at left, above*) tried to console her.

The real parents, John Regan and Sylvia Lavin, had Donald only a few hours.

Donald's guardian, during the dispute, was a nun at St. Vincent's Orphanage.

The emotional reunion of Donald and his foster parents occurred in Judge Edmund Jarecki's court on Aug. 10. Mrs. Horst rushes to embrace the child whom friends thought was hers while Mr. Horst waits his turn. Donald is on Judge Jarecki's lap.

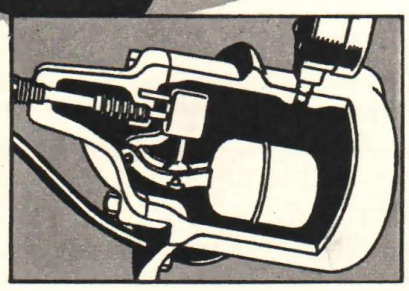
"LIVE AT HOME AND LIKE IT!"



Learn these simple, basic facts that make Williams Oil-O-Matic the world's most economical automatic heat!

IT BUDGETS THE OIL... WASTES NOT A SINGLE DROP

Williams Oil-O-Matic goes all the way to provide comfortable, constant, completely automatic heat *at low cost*. Its patented Metering Device literally doles out fuel oil drop by drop, precisely regulating the quantity of fuel to be burned regardless of temperature changes or varying viscosity of oil. This sentinel of economy is an exclusive Oil-O-Matic feature—one of the reasons for Oil-O-matic's outstanding thriftiness through year after year of use.



IT MIXES LOW-COST FUEL OIL WITH AIR *AT LOW PRESSURE!* ALL THE OIL BURNS

Two more Oil-O-Matic "exclusives" are Low Pressure Atomization and the patented Diffusor. They do away with the pin-point fuel-feed openings of ordinary burners, that dribble and clog. There's less wear and tear, thus longer life. Atomized oil is blended perfectly with air for complete combustion—no heat-waste-up-the-chimney from too much air, no sooty, half burned oil from too little air.

NEITHER MEN NOR MACHINES WORK WELL IN GREAT HEAT. NO PART OF OIL-O-MATIC IS INSIDE THE FIREBOX

Just as the flame belongs *inside* the furnace, the mechanical parts of an oil burner belong *outside* the furnace. In a Williams Oil-O-Matic installation, there is *no part inside the firebox*. Thus motor and all working parts are protected from the deteriorating effects of extreme heat and are always accessible for adjustment.

IT'S THE WORLD'S LARGEST SELLING OIL BURNER BECAUSE IT'S THE WORLD'S BEST

No man enjoys sandwiching his day's work between sessions of coal shoveling, grate shaking and ash-hauling. No woman wants to be a day nurse to a furnace. See your Williams Oil-O-Matic dealer. Learn how inexpensively you can enjoy "heat without work or worry." Why wait? Here's the world's finest automatic heat, still available at the lowest prices in Oil-O-Matic history.

FREE The interesting, dollar-saving facts about oil heat that every home owner should know

WILLIAMS OIL-O-MATIC HEATING

Williams Oil-O-Matic Heating Corp.
Dept. 378, Bloomington, Ill.
Please send me FREE "The Oil-O-Matic Primer," a 32-page illustrated handbook on oil heat.

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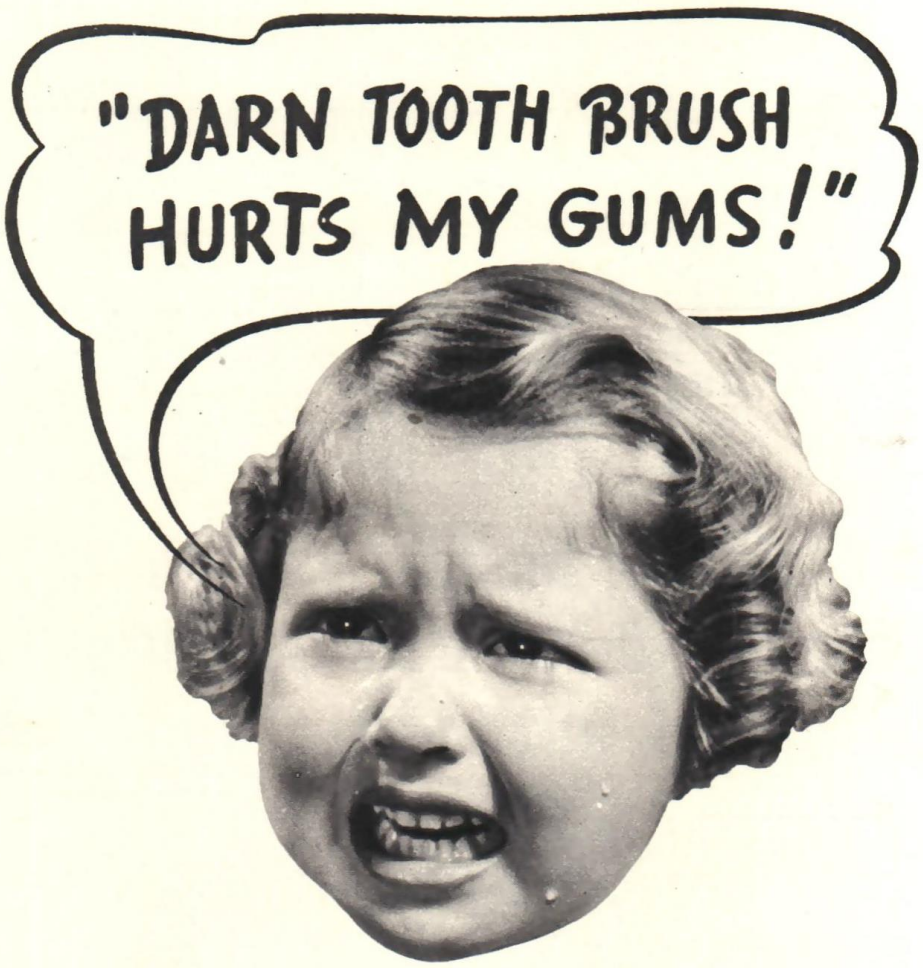


If brushing makes your gums tender and painful, try a Pro-phy-lac-tic Tooth Brush. No other has Round-End bristle. Every other make on the market, regardless of price, has sharp, jagged bristle-ends.

Note the scientific photographs made through a microscope. They show and *prove* the amazing difference between Pro-phy-lac-tic Round-End bristles and the bristles in another well-known tooth brush purchased in a New York drug store.

Dentists say Round-End bristle is "a noteworthy improvement". . ."much easier on tender and bleeding gums."

If you now use a small brush, ask for the Pro-phy-lac-tic *Adult SMALL-Type.* If you prefer a slightly larger size, get the Pro-phy-lac-tic *Regular Adult.* Both have Round-End bristle. Either is 50¢. Guaranteed to satisfy or your money refunded.

PRO-PHY-LAC-TIC BRUSH CO., *Florence, Mass.*

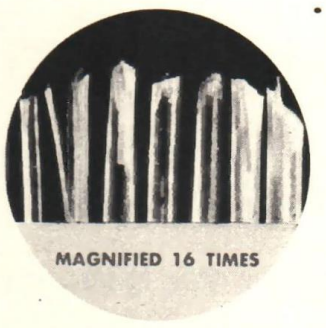
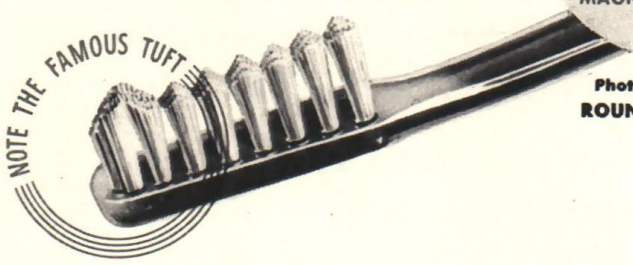


Photo-Micrograph of
ORDINARY BRISTLE

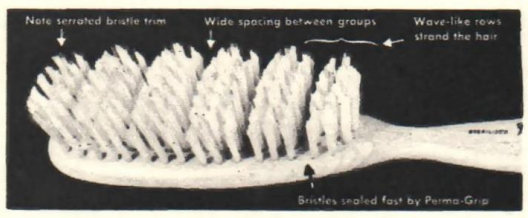
Photo-Micrograph of
ROUND-END BRISTLE



Pro-phy-lac-tic TOOTH BRUSH

No other has ROUND-END Bristle

America's Best Selling Hair Brush!


Note serrated bristle trim
Wide spacing between groups
Wave-like rows strand the hair
Bristles sealed fast by Perma-Grip

Stranzit is the new hair brush all women want, because its unique design (U. S. Patent) actually helps waves instead of spoiling them. Most movie studios and stars use it. In a variety of woods and bristle, from $1.50 up. Illustrated is the Stranzit Patrician, in satinwood with *natural* bristle, which means that the bristle is unbleached and full of life. $3.50

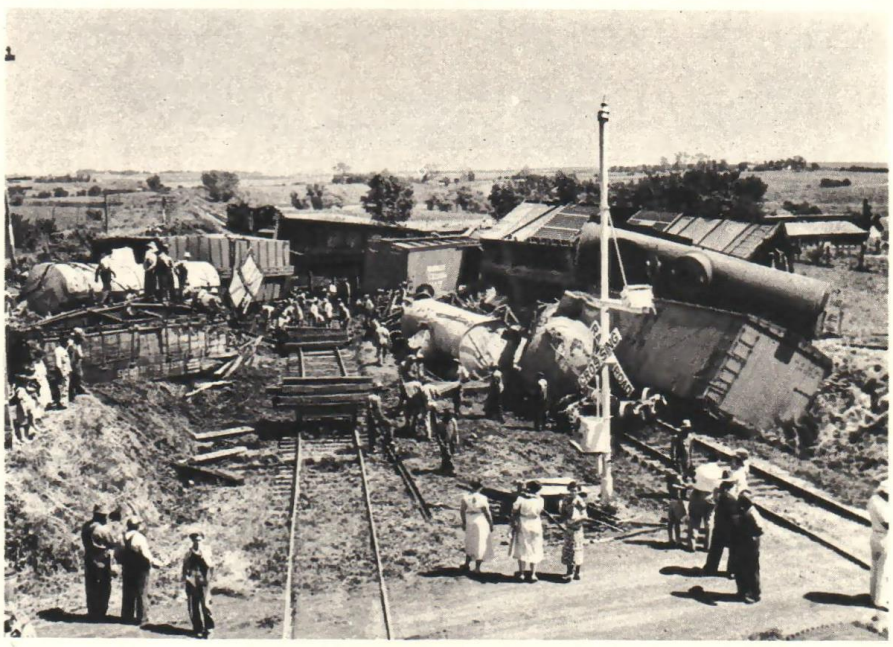
Pro-phy-lac-tic STRANZIT

BALKAN TSAR'S MENTOR HAS WRECK

Nebraska engineer who met Boris escapes

Engineer Gus Phillips, who drives locomotives for the Missouri Pacific Railroad, visited Bulgaria, his native land, in 1932, met railroad-loving Tsar Boris I. Phillips gave Boris pointers on running the royal locomotive, struck up a warm friendship.

Tsar Boris I of Bulgaria, seen above in a locomotive which he piloted over a new line, was grieved to hear that Gus Phillips had a wreck on July 30 at Mynard Crossing, Neb. A broken flange derailed 21 freight cars (*below*). No one was hurt.



"I don't care if it *is* 'Celeste Aïda'... I'*m going to have a glass of* Hires"

5¢

2 GLASS SIZE

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FAMILY SIZE

Because of the real Root Juices

HIRES HAS A FINER FLAVOR

than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

It tastes so good – It's good for you

The Charles E. Hires Company, Philadelphia.

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THE LABEL IS FOR YOUR PROTECTION —A GUARANTEE OF REAL
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GEARED·TO·THE·ROAD

. . . MEANS *Safety!*

FOR YOUR FAMILY

Safe as modern cars are — well as traffic is regulated — accidents can still happen. And many of them happen because somebody couldn't stop soon enough.

Stopping — even on wet slippery pavements — is not a problem for Miller Deluxe Geared-to-the-Road Tires.

See how the sharp-edged blocks of this famous tread bite into the road from all angles — how the rugged cross bars have a gear-like grip that affords real protection against slipping and skidding! This extra safety feature lasts, too, for the tread is made of the very toughest kind of rubber.

And you just know that such a fine tread means an equally fine body beneath it, with added strength wherever unusual strains take place — and extra protection against road shocks and blowouts that might cause accidents.

Miller Deluxe Geared-to-the-Road Tires are built to meet the severest of driving conditions. Naturally they are a safe selection for you and your family wherever you go.

Look for the sign "Miller Tires." It is your guide to *both* safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

GEARED · TO · THE · ROAD

MILLER TIRES

"1937 is Miller's 45th year in Rubber"

THE CAMERA OVERSEAS: INTOLERANT SERBS MOURN THEIR MARTYR PATRIARCH

Hysteria swept the sidewalks of Yugoslavia's capital of Belgrade as the Patriarch Varnava's coffin passed. These are Serbs of the Orthodox faith, lashed to a frenzy by priests against the Government's concessions to Catholics.

One trouble with post-war Yugoslavia is that Serbs of the Orthodox Catholic Church rule Croats and Slavs of the Roman Catholic Church. Two years ago Yugoslavia signed a treaty with the Catholic Church to satisfy the Catholic Croats and Slavs. This infuriated the Serbian Orthodox Church. On July 19, its leaders climaxed two years of agitation by parading with the pious through Belgrade despite a police ban. The churchmen marched safely through two lines of police but when they collided with the third, they were clubbed with truncheons and rifle butts. Into Parliament rushed a deputy crying, "They are beating down the princes of our church."

Literally beaten down with a concussion of the brain was Bishop Simeon of Shabatz (*lower left*) who made the mistake of raising his silver cross just as a rifle butt hit it against his head.

On July 24, the Lower House ratified the Catholic treaty and a few hours later, His Holiness Varnava, Patriarch of the Orthodox Church died, presumably of poisoning. Next day the Church excommunicated Premier Stoyadinovich, his Cabinet and all deputies who had voted for the Concordat's ratification. On July 29, Varnava's funeral produced in Belgrade the scenes shown on this page. On Aug. 8, the excommunicated names were read in Orthodox churches, as congregations chanted, "Let him be damned!"

Orthodox priests escorted the Patriarch's coffin, shown with a glass top through which 750,000 Serbs had gazed as it lay in state. In the background are Bishops in mitres.

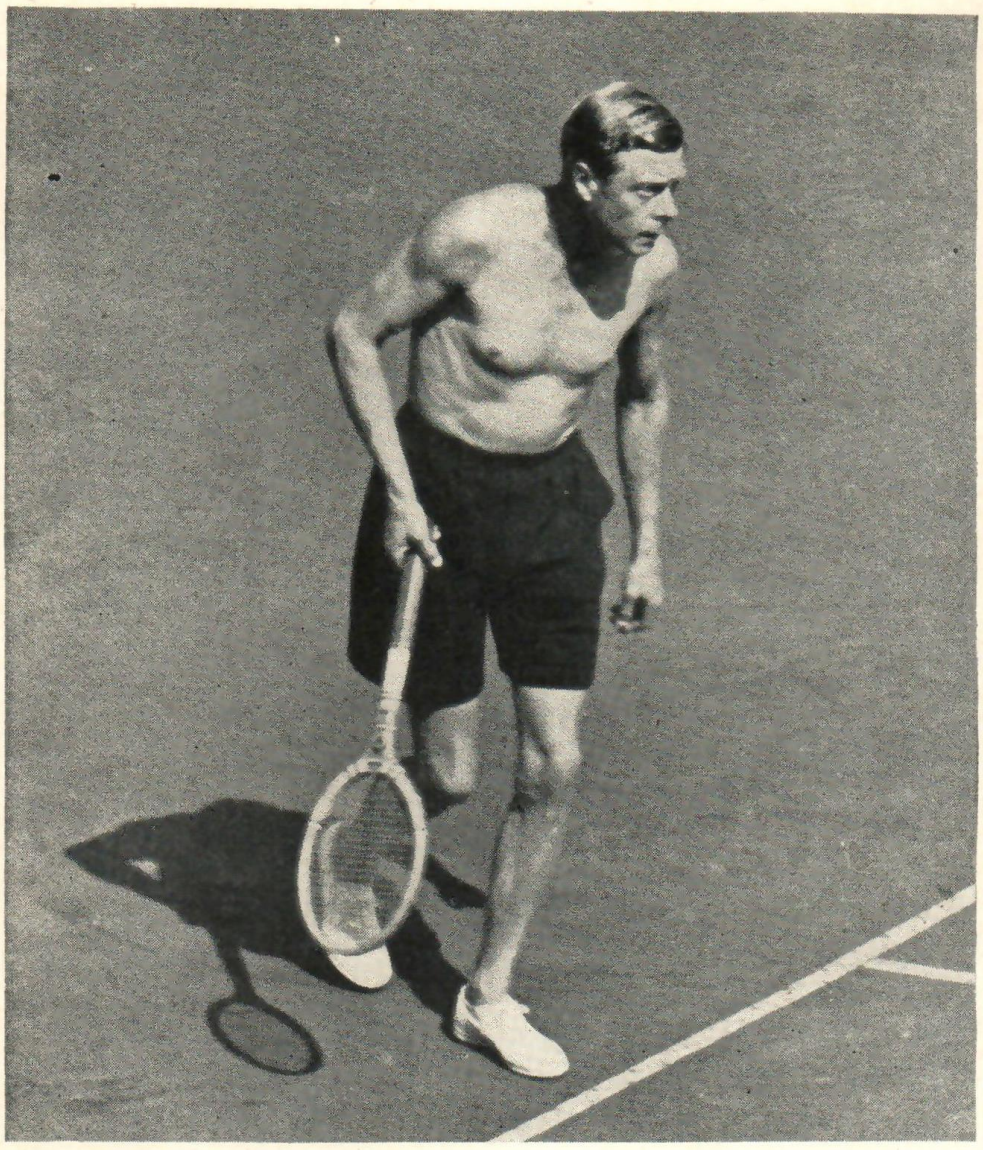
The coffin was drawn by these Chetniks, terrorist comrades of the Patriarch who in his youth was supposed to have murdered 60 Turks. His friends felt sure he had been poisoned.

Bishop Simeon, marching in the demonstration of July 19 against the Concordat, was knocked unconscious by police.

Hustled by police, two Orthodox priests tried to maintain a clerical calm through the riots on July 19. This worked with the first police they met but not with those above. Over 100 priests and followers were arrested.

THE CAMERA OVERSEAS: ALL ENGLAND GOES OFF FOR ITS AUGUST BANK HOLIDAY

London's Waterloo Station was jampacked with trippers on Saturday morning, July 31 (*above*). Since Monday, Aug. 2, was one of England's four "bank holidays," they were getting out of town for the extra-long week end. Nobody worked except railway men and resortkeepers. The 1871 Bank Holiday Act eliminated 33 holidays, fixed Easter Monday, Whit Monday, first August Monday and the day after Christmas. Notice in far background directions to "Old Vic" Theatre where Shakespeare repertory is now performed.

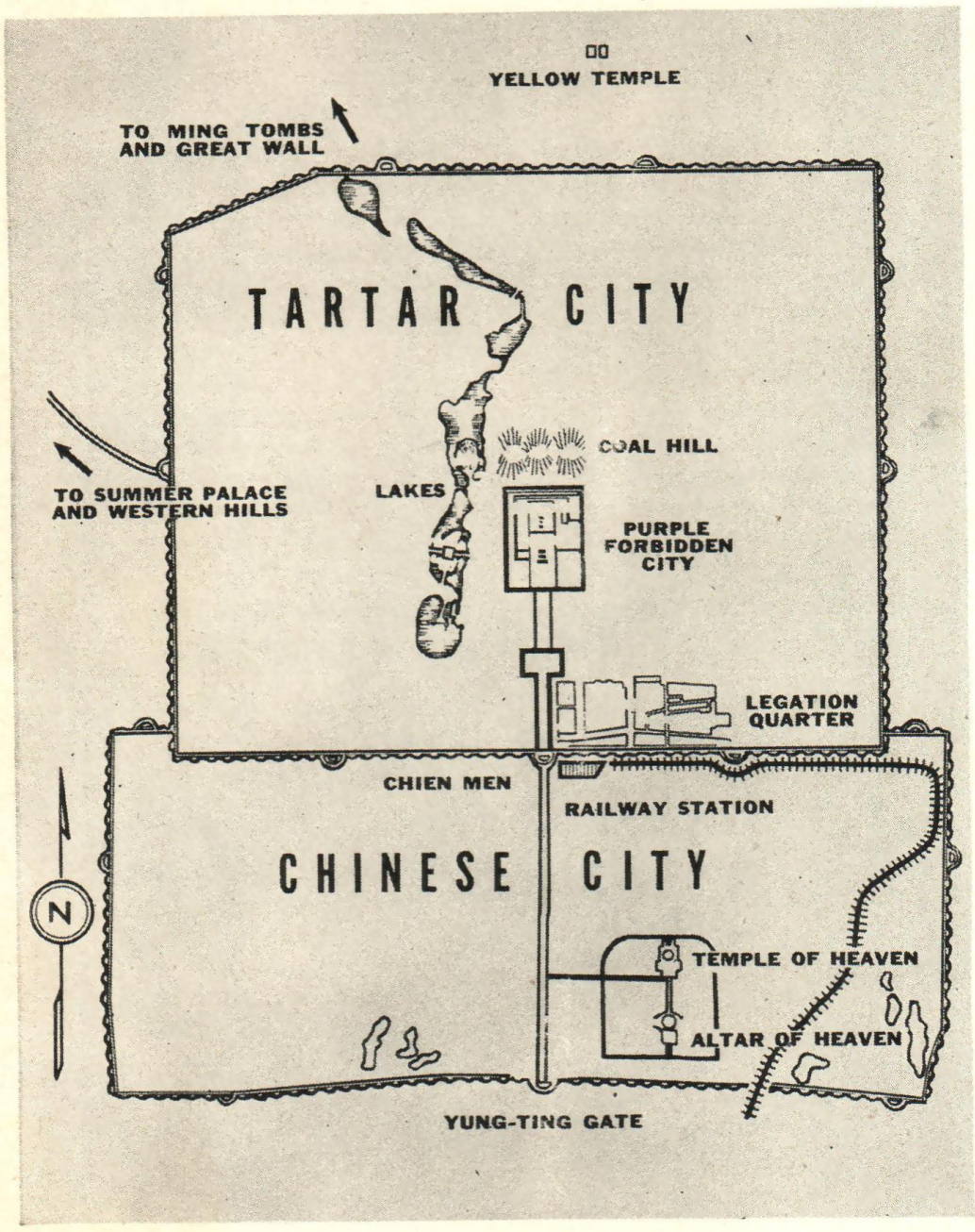


The Duke of Windsor and his American wife, on permanent vacation, spent Bank Holiday in Venice. There he stayed at the Hotel Excelsior, made the rounds of night clubs, worked up a mild sweat playing tennis (*above*) and went swimming at the Lido to cool off.

King George VI, day after Bank Holiday, flew to visit his own poor boys' camp at Southwold, Suffolk—his last official chore before he takes his family for a six-weeks vacation at Balmoral Castle. Above, in sweater and shorts, His Majesty ducks into the arena.

At Margate beach, few Bank Holiday trippers took off their clothes and went in the water. Notice sign (*right centre*) prohibiting "free bathing." This means that one must hire a bathhouse for $1.50 in order to bathe. A chair costs about 10¢. Most people take chairs and sit in the sun. England's Coney Island is Southend on the north side of the Thames' mouth. Margate is on the south side, on the North Sea, and is somewhat more refined and expensive. It is an hour and a half from London's Victoria Station.

A NEW CONQUEROR OVERRUNS CHINA'S ANCIENT CAPITAL OF PEIPING

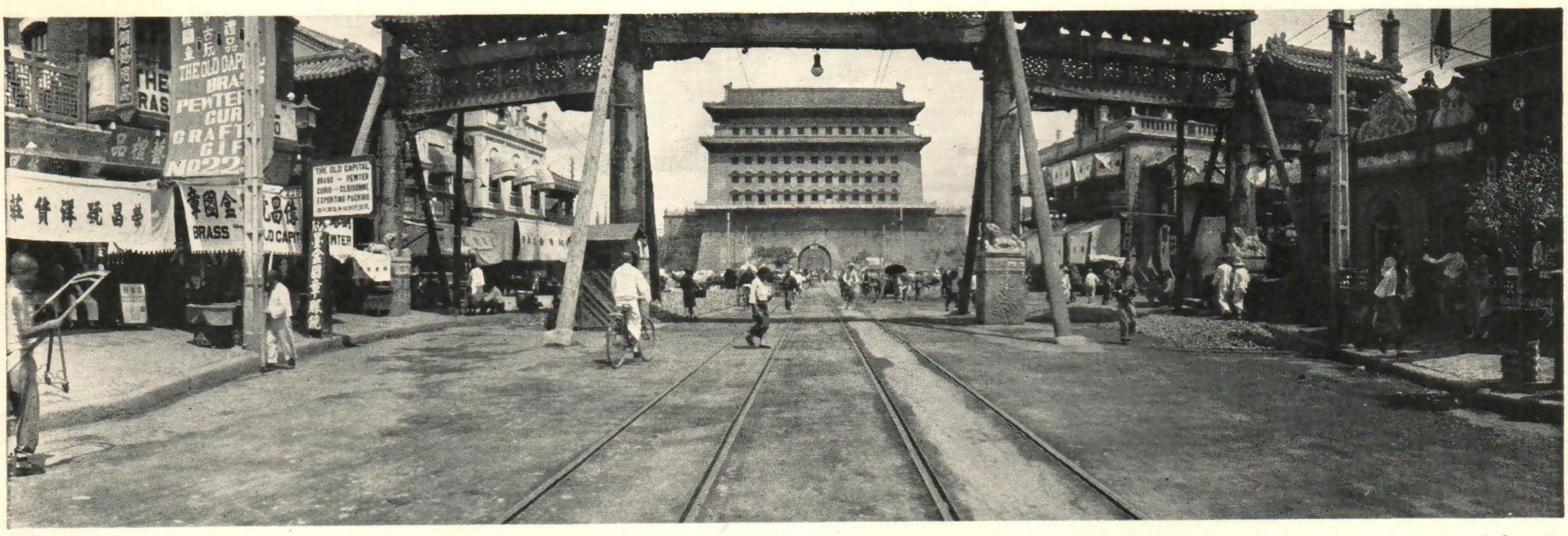


JAPANESE GENERAL KAWABE

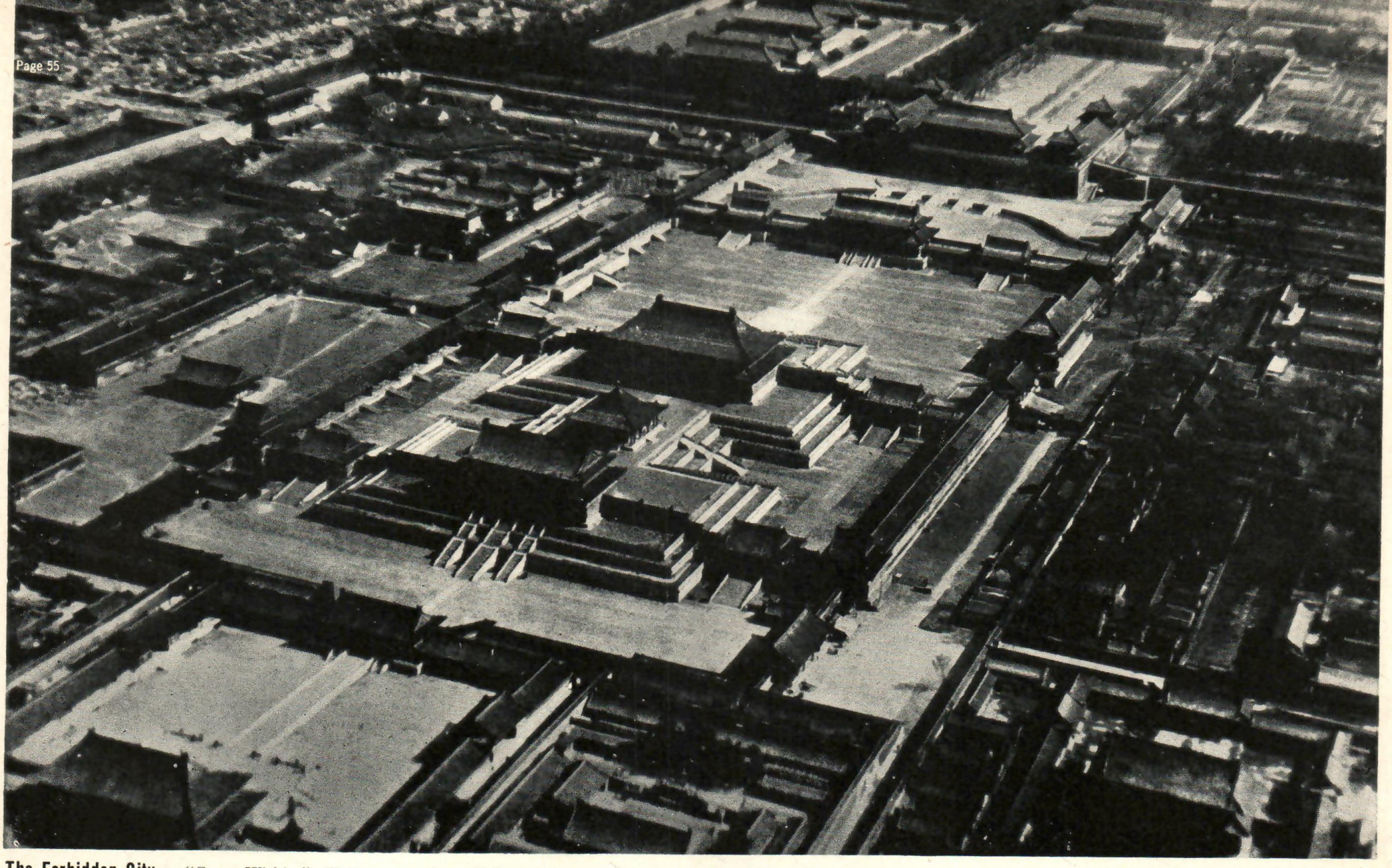
MONGOL EMPEROR KUBLAI KHAN

The shrine of old China is Peiping, shown on these pages. It is a great grey city of 1,400,000 souls in a windy, dusty plain, with a red-walled, bright-colored little city set in its centre—the "Purple Forbidden City."

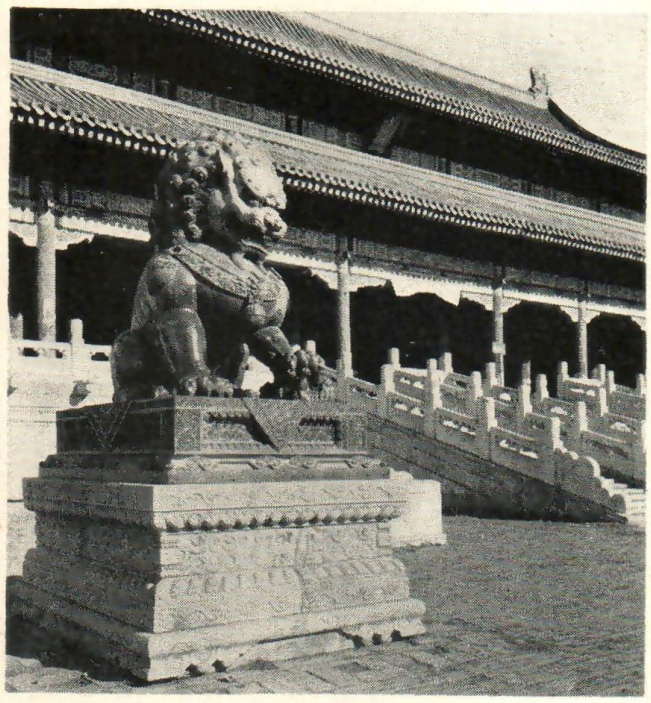
Peiping had been a frontier city against the northern barbarians for 2,000 years when, in the 10th Century, Tartars rode out of the north and made it their Southern Capital. Its golden age began when the great Kublai Khan, himself a Mongol conqueror (*above, right*) magnificently rebuilt it in 1267. In the 15th Century, the Ming emperors who were native Chinese made it their Northern Capital. To them the North whence came Mongols and dust storms meant trouble. Hence they built all their houses facing south. Peking was laid out for the eye of heaven rather than the eye of man. It was the centre of administration, Army headquarters and the place where final examinations for the highest literary degrees were held. In the Forbidden City lived in magnificent seclusion the Emperor, Lord of a Myriad Years, Son of Heaven, Ruler of the World. Imperial etiquet, complex, stiff and sacred, was run by some 3,000 eunuchs and palace officials. To be found in the Emperor's quarters meant decapitation. After the 1911 Revolution, the last Emperor, little Pu Yi, was permitted to continue living within the Forbidden City. In 1924, the Christian General "Feng" finally kicked him out and soon after Peking (North Capital) was renamed Peiping (North Peace). On Aug. 8, Japanese Major General Masakazu Kawabe (*above, left*) and 3,000 troops took over this greatest treasure city of Chinese art for Japan.



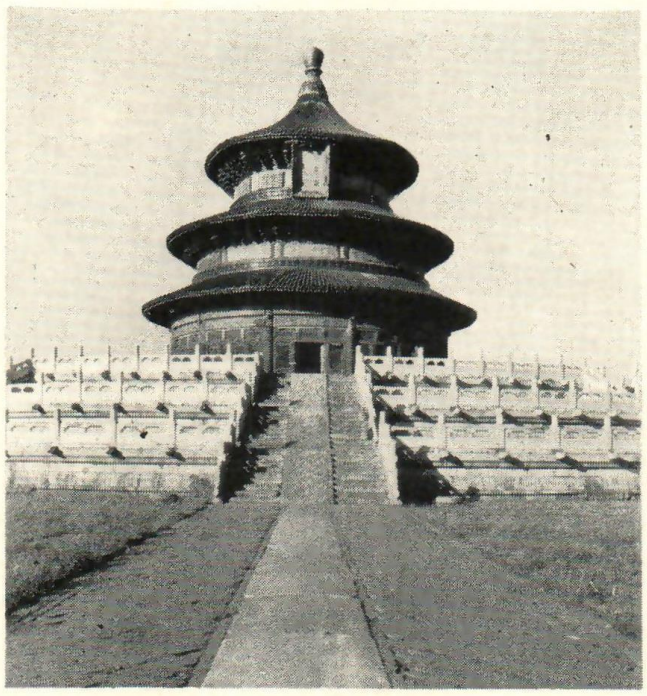
Entering Peiping from the south through the Chinese city's Yungting Gate (*see map*), one sees ahead the Chien Men (*men* means gate), as shown above, main entrance to the Tartar City. The straight road continues through Chien Men (*as shown below*), toward the Purple Forbidden City, whose Noon Gate or Wu Men may be seen rising in the extreme background. At the right of the picture below are the foreign legation quarter of Peiping and the smart hotels, with at extreme right the barracks of the U. S. Marines.



The Forbidden City or "Great Within." Visitors passed through the T'ien An Gate (*at right top of picture*), entered the Forbidden City proper by the Noon Gate, crossed the low bridges visible above, awaited audience in the gate-hall of Supreme Harmony and finally arrived, up three flights of steps, at the Throne Hall of Supreme Harmony (*centre*). In 1911, the Republic took over all this, crowding the last Emperor back into his last Throne Hall at extreme lower left—the Palace of Heavenly Purity. *Bottom, centre,* was his residence, the Hall of the Nurture of the Mind and, above it, the South Treasure House. *Right, centre,* the palace eunuchs' offices. All the roofs are gold, walls red.

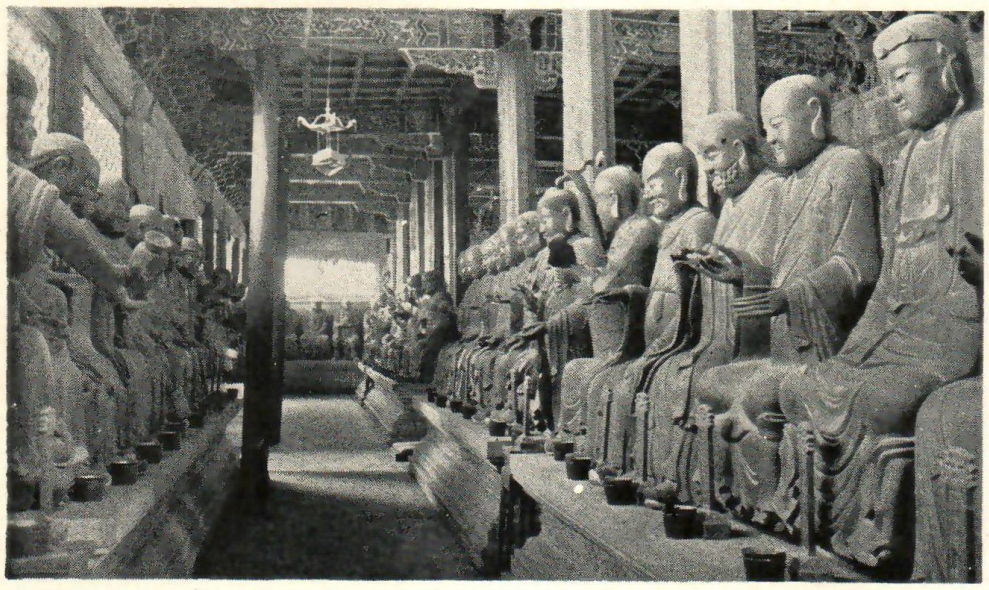


The bronze lion of Peiping stands south of the Gate of Supreme Harmony, guards the entrance to the waiting room.

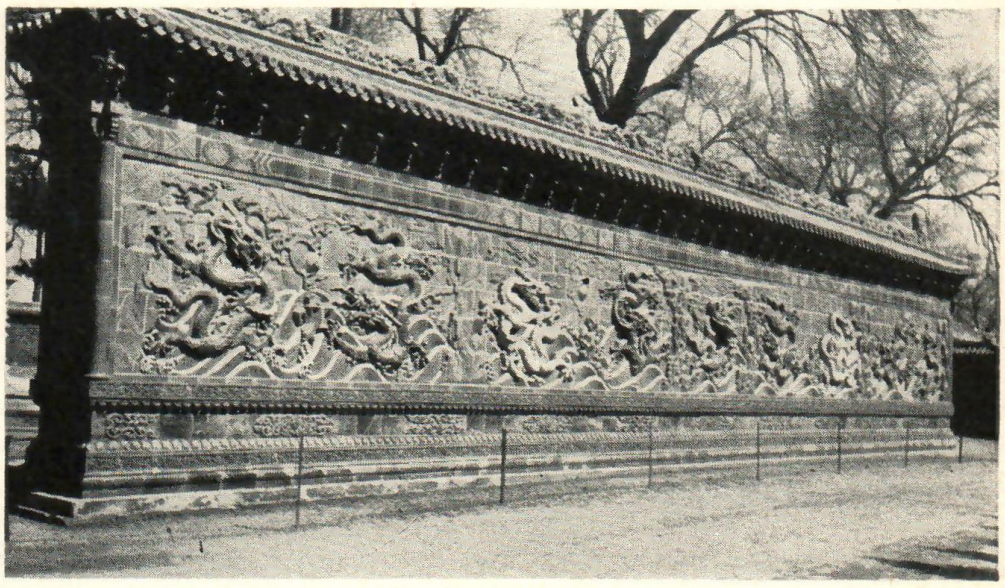


The Temple of Heaven (*see map*) is 99 ft. high, has bronze walls, tile roofs glazed a deep blue, gilded knob on top.

The Yellow Temple (*see map*) is a glazed yellow lamasery, color of the Buddhist religion and of Chinese Emperors.



The Temple of 500 Gods, all Buddhas, is a gloomy shrine in the dusty Western Hills (*see map*) lined along corridor after corridor with 500 wooden figures, among them Marco Polo.



The Dragon Wall set among the Tartar City's lakes (*see map*) shows nine dragons of many colors in glazed porcelain. The dragon was the Emperor's symbol, the phoenix the Empress'.

CONTINUED ON NEXT PAGE

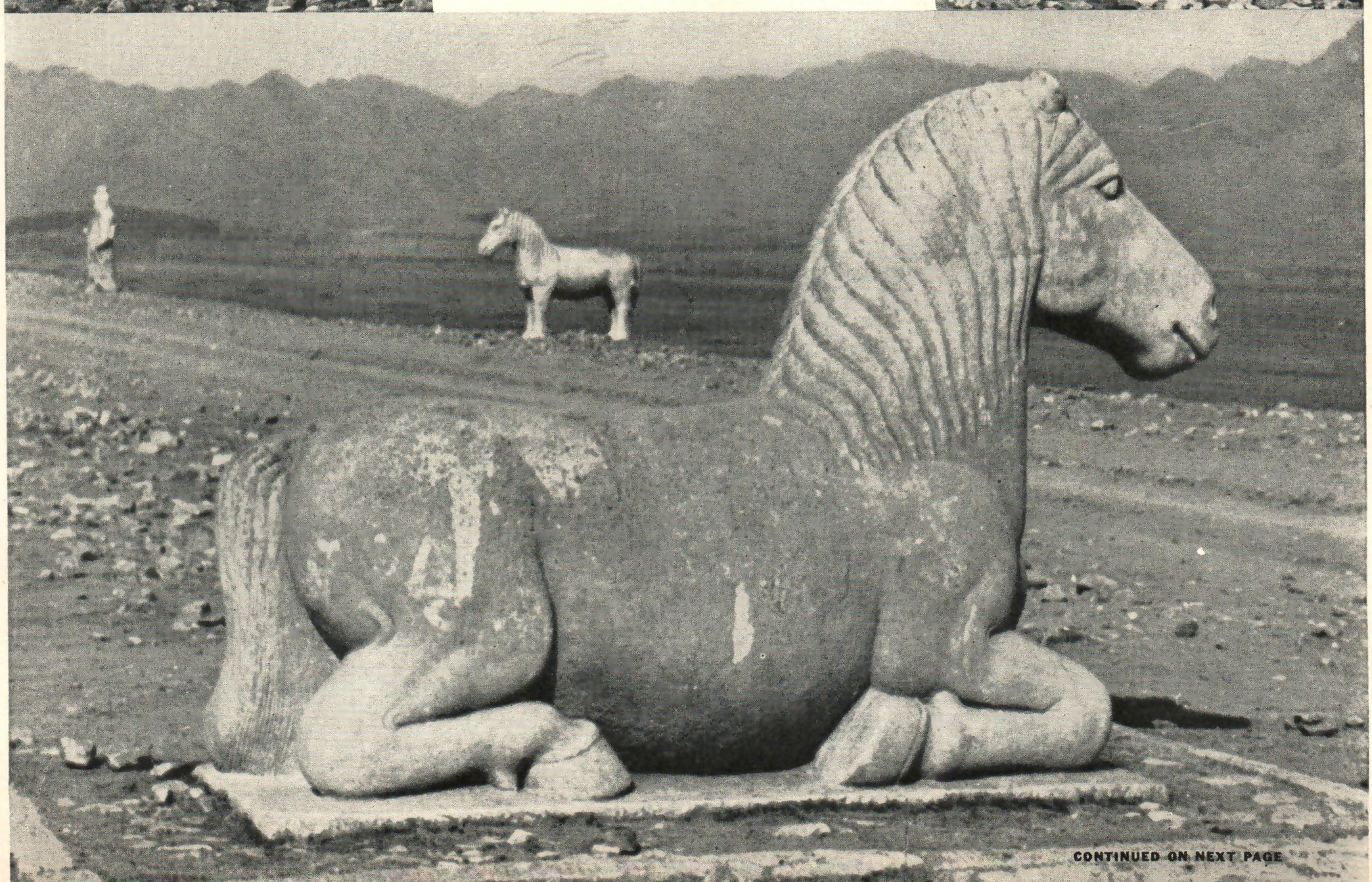
THE GREAT WALL OF CHINA STOOD AGAINST BARBARIANS

(continued)

This amazing parapet trails for 1,500 miles up & down the mountains of North China. Until 1750 when the mounted hordes of Mongolia had ceased to be a menace to the great infantry armies of China, its watch towers were manned day and night from end to end. The part of the Great Wall shown above is only 35 miles from Peiping and it continues 1,000 miles to the west into Kansu Province. One spur of it shoots southward, just west of Peiping, protecting Hopei Province from attacks from the west. It was begun 2,100 years ago, extensively repaired and extended in the 15th and 16th Centuries. It is an average of 30 ft. high, 12 ft. wide at the summit and has a watch tower every 600 ft. It marks the northern boundary of China proper and its piercing by the Japanese is to Chinese a far more terrible invasion than the Japanese conquest of Manchukuo, which was merely the personal property of China's last conqueror Emperors, the Manchus. Yet past conquerors who have broken into China through the Wall have all been absorbed in the powerful racial strain of the Chinese, lost in China's dominant culture.

SENTINELS OF STONE LINE ROAD TO TOMBS OF MING EMPERORS

Ming Emperors of China (1368-1643) built the Forbidden City and when they died, were buried in the Northern Hills 30 miles north of Peiping, in the shadow of the Great Wall. On the road leading to their tombs they raised the figures shown on this page, which still stand lonely guard on the rubble-littered plain. Once an avenue of pines and oaks sheltered them. Alternate pairs of animals are standing and sitting. Left and right are a Ming official and warrior. The hills in background (*above*) form an amphitheatre for the imperial tombs while once a river ran in the foreground below the picture. On Aug. 11, three Japanese Army divisions encamped in this plain advanced past Ming tombs to battle a Chinese army in the hills. The Chinese retreated.



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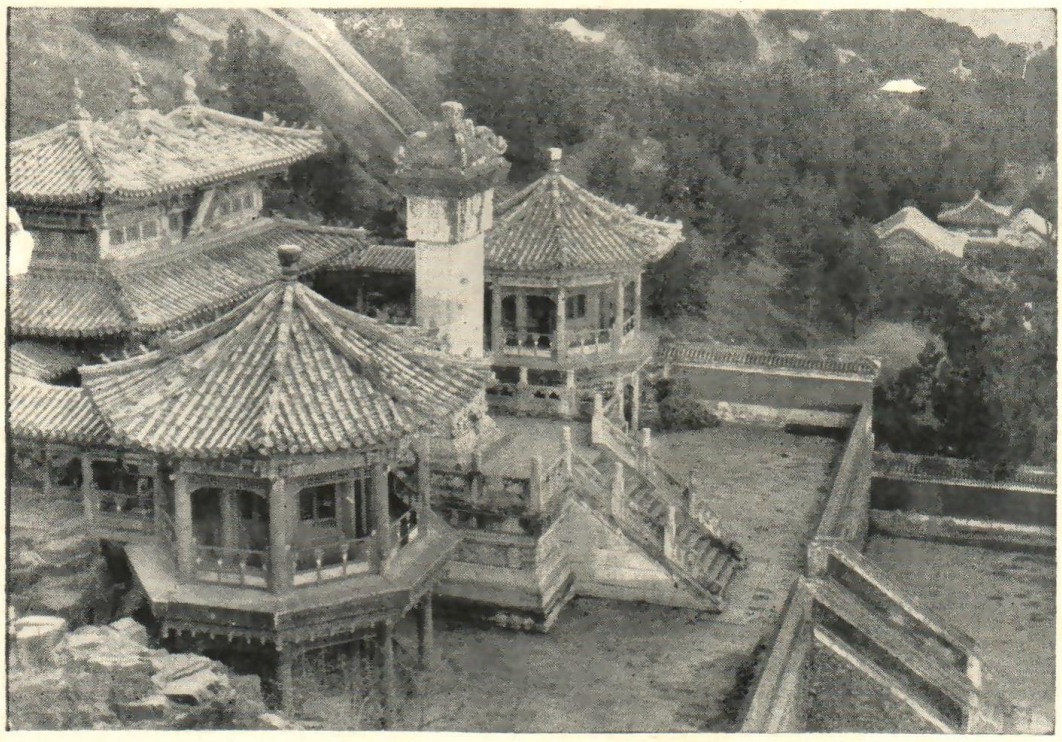
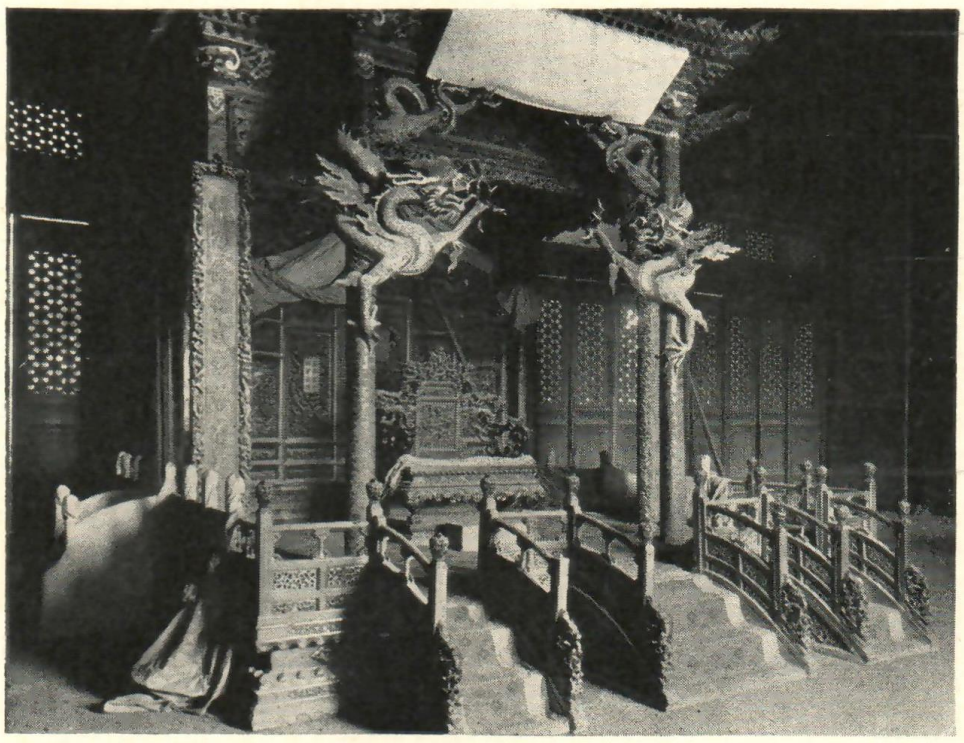
PEIPING'S SUMMER PALACE

ON THE MOUNTAIN OF 10,000 AGES THE SUMMER PALACE OVERLOOKS A LOTUS-COVERED NATURAL LAKE



This corner of the Summer Palace is seen again just to the right of the main tower in picture at top. Inside the two little pavilions of weathered yellow tile are Tibetan prayer wheels.



On this dragon throne in the Summer Palace sat the "super-graduate-empress" Tzu Hsi. Dragons were the imperial symbol. This throne was higher than the Emperor's.

Monument to the most damaging single person in modern Chinese history is the Summer Palace 7 miles west of Peiping. It was begun in 1889 by the Empress Tzu Hsi who effectually ruled China for 47 years until her death in 1908. Three years later the Revolution swept her line out of power. Tzu Hsi concentrated in one little head all that was reactionary in ancient Chinese civilization. Her power came from the fact that, as widow of one emperor and mother of another who died in childhood, she had a rank that can only be translated as "super-graduate-empress" and the theoretical power to veto the acts of the actual emperor, her nephew, the liberal Kuang-Hsü who tried to modernize China. She finally had him jailed on an island in the Summer Palace's lake where he died in 1908, to be succeeded by 3-year-old Pu Yi. The hill on which the palaces are built is called "Mountain of 10,000 Ages" in the "Garden of Peaceful Enjoyment." The roofs are of yellow and green tile. Tzu Hsi's prize extravagance was a marble boat built with misappropriated Navy funds.

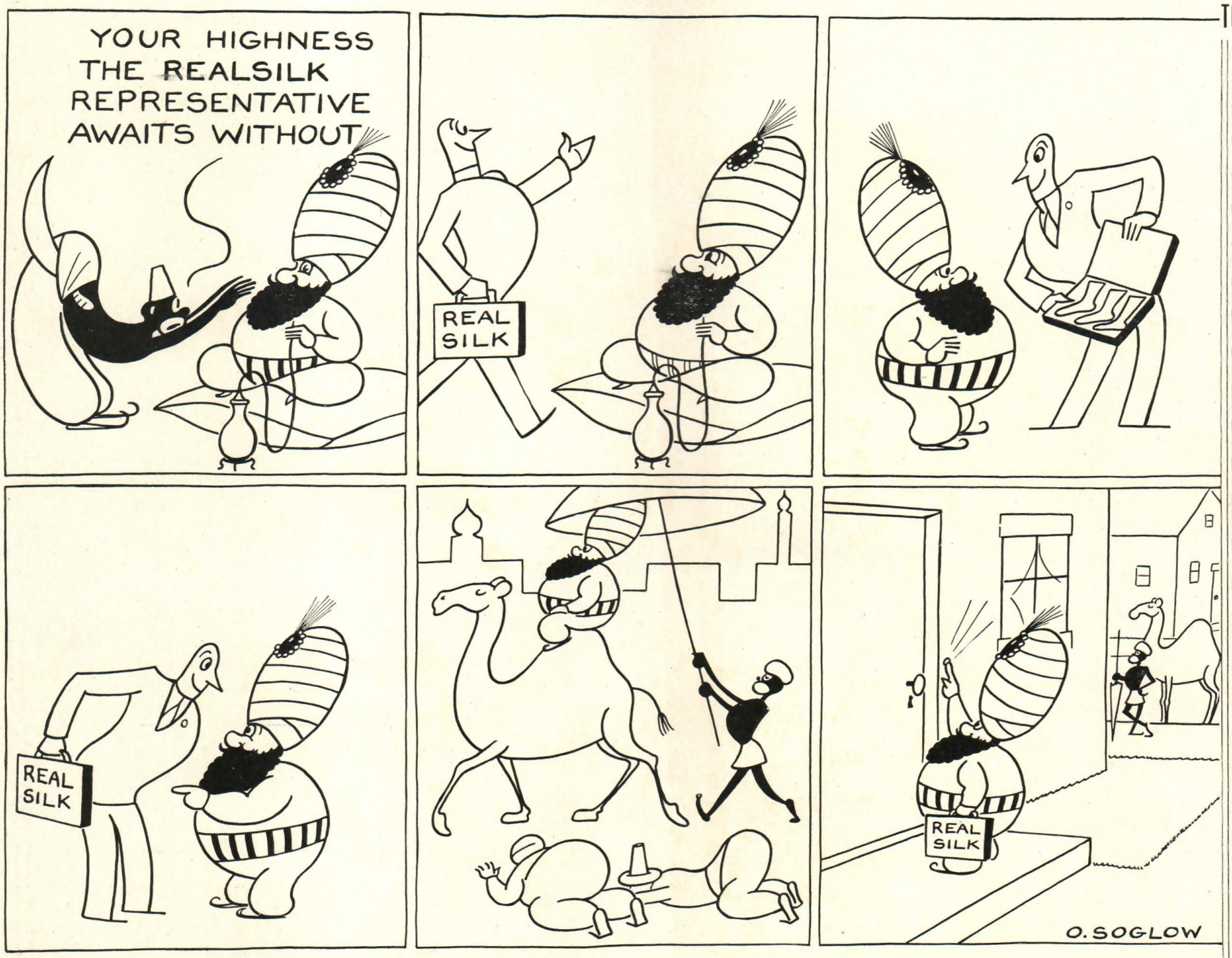
The camel back bridge among the willows at the western end of the Summer Palace lake. This picture looks west. On the hill in background is the Jade Fountain Pagoda and beyond it is the dust-obscured outline of the Western Hills.

We sent a Realsilk Representative to call on the famous cartoonist

O. SOGLOW

The interview gave him an idea for this cartoon which we bought and publish herewith

SIX PLY TOE



YOU DON'T GO TO THIS SERVICE—*THIS SERVICE COMES TO YOU*

The Man with This Button
Brings a Complete Men's Shop to You
'Phone him for an appointment at your convenience

Lean back at ease in your swivel chair. Like an Oriental potentate, select from a complete shop haberdashery you'll like and your wife will like (if you have a wife). It's the newer, easier way for men to shop.

Here are ties that run the gamut of masculine tastes, from Conservative to Left Wing and back again. Shirts that make you proud to take off your coat. Underwear that neither creeps, crawls, crimps nor confines. Pajamas that help you dream more sweetly per dream.

But especially—here are Realsilk's famous socks—"Best Wearing Socks in America—Bar None!" Plain, stripes, patterns. All colors. Sizes, small as size 9, big as size 13 (it takes a big man with a lot of foot to fill a 13 sock!) Conservative and fancy. Don't forget—Realsilk socks feature that famous six-ply toe and heel found in no other brand.

You'll find, too, the new Realsilk Real-Wool Scottish plaids—that have those prominent patterns that call to mind bagpipes, bannocks, and a couple of kilts. Also 6 x 3 French-type lisles. Also new Real-Wool "Toppers" that have no (nor need no) garters. Come up half-way and stay!

The Realsilk Representative may call. If you 'phone he's sure to call. Do it now.

Realsilk Hosiery Mills, Inc., Indianapolis, Indiana. Branches in 200 leading cities.

REAL SILK
SERVICE FOR MEN
IN HOME OR OFFICE

HOOT MON! —THE PRICE IS DOWN AWAY

Now the

KLEENEX* HABIT

COSTS LESS

during Colds and Hay Fever

● Talk about savings! Kleenex Tissues save your nose during colds and hay fever; they're so very soothing and non-irritating. They save your money for now they cost less and you can use so many tissues for less than the cost of having a single handkerchief laundered. And of course they reduce handkerchief washing.

So adopt the habit of using Kleenex Disposable Tissues the instant sniffles start! Use each tissue once — then destroy, germs and all.

Keep Kleenex Tissues in Every Room And in the Car, too.

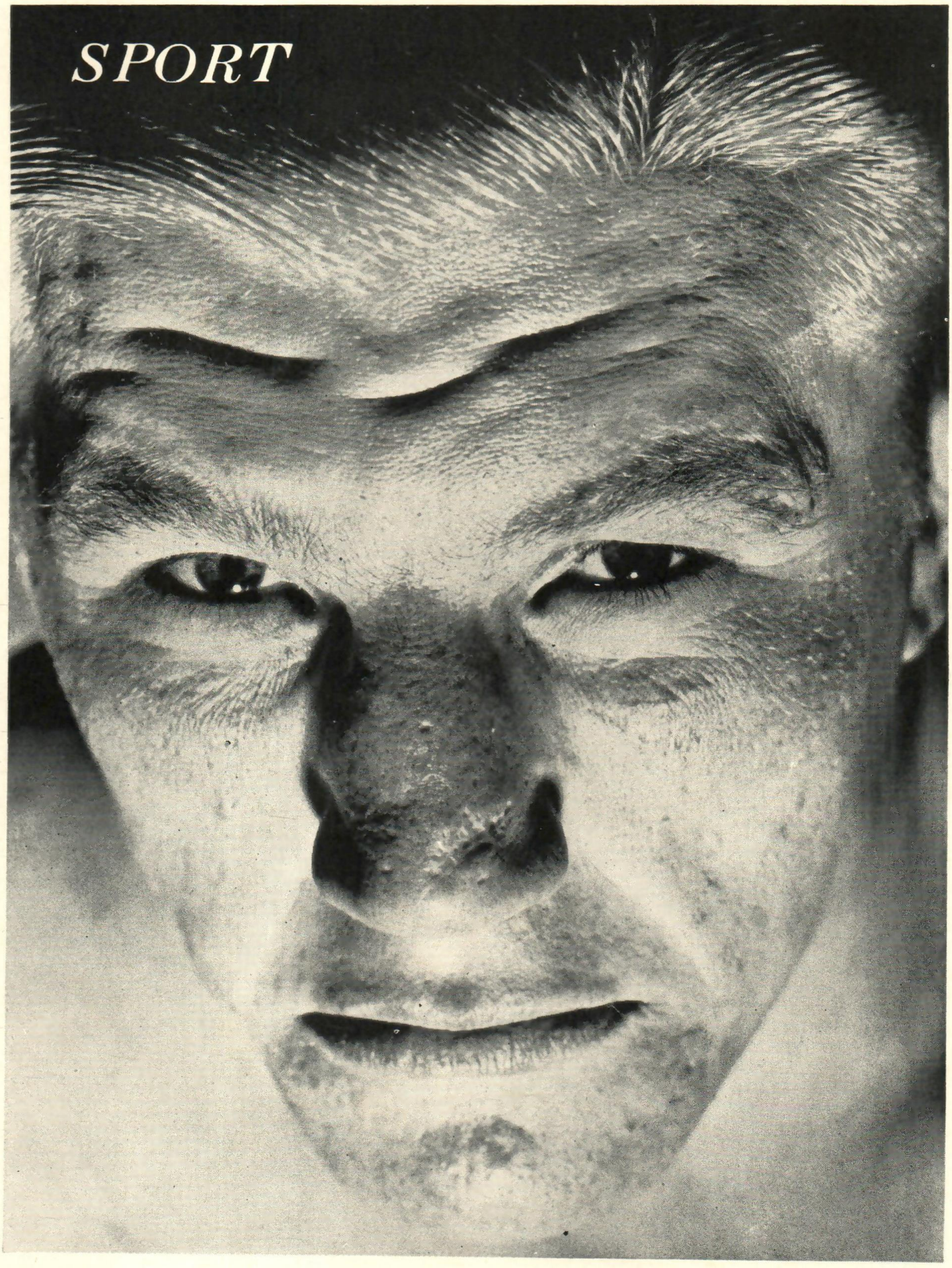
To remove face creams and cosmetics . . . To apply powder, rouge . . . To dust and polish . . . For the baby . . . *And in the car*—to wipe hands, windshield and greasy spots.

No waste! No mess! Pull a tissue—the next one pops up ready for use!

KLEENEX*

DISPOSABLE TISSUES

(**Trade Mark Reg. U. S. Patent Office*)



FARR, WELSH "BULLDOG," FIGHTS CHAMPION LOUIS AUG. 26

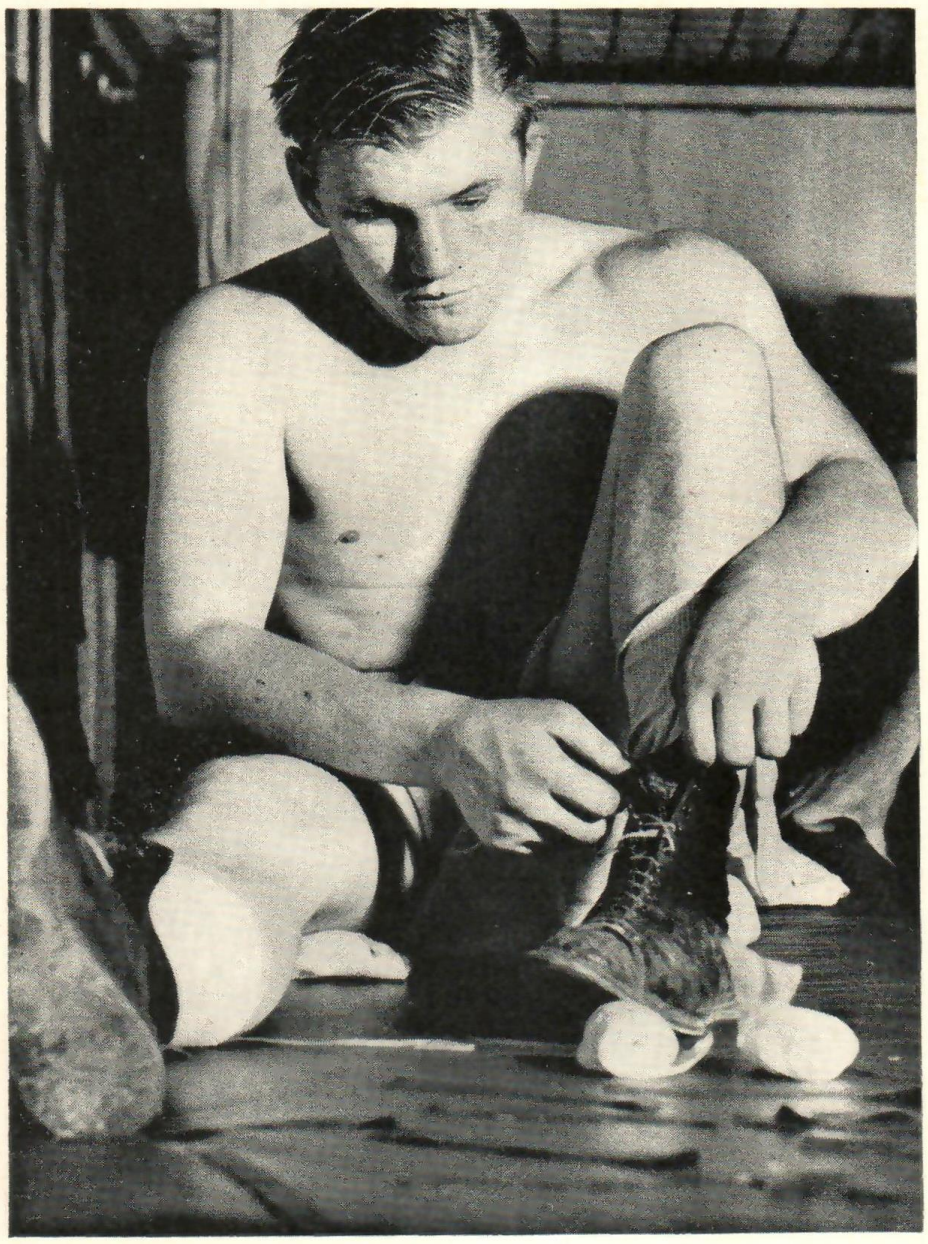
The purposeful face above belongs to Thomas George Paul John Farr, informally known as the "Pit Bulldog." This Welshman's immediate purpose is to box the stuffings out of Heavyweight Champion Joe Louis when they meet at Manhattan's Yankee Stadium Aug. 26. Tommy Farr is 23 years old, stands 6 ft. 1½ in., weighs 208 lb. and, in his own phrase, has the "heart of a lion."

Born in South Wales of a long line of bare-knuckle fighters, Farr worked in the mines until he was 16. Rocks from a subterranean gas explosion permanently damaged his nose. Farr quit mining for a job fighting all comers at a booth in a traveling carnival. For this he got a salary of 60¢ a week.

In April 1936, he won a ten-round decision in London over Bob Olin, former light-heavyweight champion. A year later he defeated Max Baer for a $10,000 purse. Last June he earned $16,500 when he knocked out Walter Neusel. From the Louis fight Aug. 26, he will get 20% of the gate which may run to $300,000.

Old Welsh songs ring out at Tommy Farr's training camp in New Jersey where he vigorously accompanies himself on the piano. Farr, a confirmed baritone, likes to sing. Sportswriters, recalling Jack Doyle's lyric gifts, consider this a bad sign.

A thoughtful dresser, Tommy Farr puts on his shoes at the rubbing table of his training camp. More optimistic than his followers, the "Pit Bulldog" says of Joe Louis: "Bring on your tearing tiger. I shall bloody well twist 'is tyle for 'im!"



WILLIAM BAUM

Bill is an interesting letter—

"I WORK in cast-iron, run an automatic screw machine at Delco-Remy and the fine iron dust that gets onto a fellow's face makes it almost suicide to try to shave every day with an ordinary razor. Well, I broke down and bought one of these Schick Shavers and what a life-saver it turned out to be."

"You know, after about 17 years of struggling, I finally have this shaving problem whipped."

Shaves extraordinary faces

The Schick Shaver is good for all kinds of beards—from the new soft down on a boy's cheek to the toughest, wiriest beard ever grown. Each day brings us stories of Schick shaving under all kinds of different conditions—skin troubles, sun-burn, easy-bleeding skins, bed-ridden patients, blind men, cripples and older men who had never shaved themselves until they bought a Schick.

For five years men have used the Schick every day. (There are more than a million users now.) They know they can shave quickly, closely and they cannot cut themselves. There are no blades in the Schick. You use no lather. Users testify that the Schick pays for itself over and over again.

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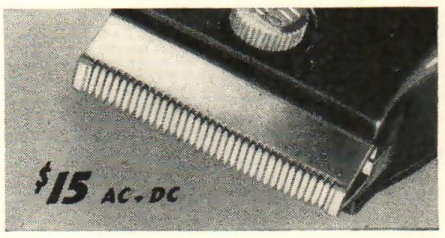

SCHICK SHAVER

GIRL SCOUTS HOLD SILVER JUBILEE ENCAMPMENT AT BRIARCLIFF MANOR, N. Y.

They now wear shorts but they are still sturdy and healthy and they all look alike

In a grove called Camp Andree at Briarcliff Manor, N. Y., the first international encampment in the U. S. of the Girl Scouts began on Aug. 9. For two weeks, 75 American girls live in tents, hike, build fires, sing songs, listen to speeches and try to talk with 26 delegates from foreign countries. The tents are not set in straight lines but haphazardly, for Scouts dislike regimentation. The encampment is no such mass gathering as that of the Boy Scouts (LIFE, July 19) but the girls are equally proud because it is the Silver Jubilee of the day in 1912 when Mrs. Juliette Low, an aristocratic Savannah lady, founded the first Girl Scout troop.

If Founder Low could see the Scouts at Camp Andree, she would be most surprised at their appearance. When Mrs. Low died in 1927, the Scout uniform consisted of khaki skirts or bloomers, long woolen stockings, high shoes and a floppy khaki hat. At Camp Andree the U. S. girls are now wearing the new and fairly snappy camp costumes: "wood-green" romper-shorts, ankle socks, low shoes, no hats.

Scout leaders use the name "Sylvia" for the "ideal Girl Scout." Sylvia, 1937 model, has not changed as much as her costume. She is sturdy, healthy, fond of athletics. Next to camping and tramping, her favorite sport is swimming. She curls her hair and uses make-up, but still thinks more of health than of beauty. Her favorite author, according to Scout headquarters, is Louisa May Alcott.

Girl Scouts do roughly the same things that Boy Scouts do: build fires with one match, tie knots, study nature, learn Morse code. They also learn how to set tables, how to make dresses, how to act on week ends, how to entertain shy boys. Between the Girl Scouts and the Boy Scouts there is a noticeable coolness, the boys considering that the girls are copying them. Nevertheless, many ex-Girl Scouts prefer ex-Boy Scouts as husbands.

There are 500,000 U. S. Girl Scouts or one for every two Boy Scouts. A girl can join at 10, work up from tenderfoot to second class to first class. Supreme achievement is to become a "Golden Eaglet."

New England Scouts at the Jubilee encampment are (*left to right*): Helen Henderson, Rumford, R. I.; Ellen Thomsen, New Canaan, Conn.; Anna Katharine Pease, Rutland, Vt.; Rita Luja, Portland, Me.; Nancy Orne Chapin, Lowell, Mass.; Antoinette Hunter Meyer, Newtonville, Mass.; Faith Haviland, Hartford, Conn.; Dorothy Cushing, Lebanon, N. H.

Great Lakes Scouts are (*left to right*): Mary Frances Holmes, Lansing, Mich.; Irma Rilling, Chicago, Ill.; Carolyn Rae Barber, Fort Wayne, Ind.; Helen Pedley, Kenosha, Wis.; Jane Rudolph, Milwaukee; Alicia Hoake, Park Ridge, Ill. Scouts Holmes and Rilling are the only girls in any of the pictures on these pages who are wearing laced hiking shoes.

"Juliette Low Region Scouts," are (*left to right*): Anita Velez, Puerto Rico; Patricia Collins, Jacksonville, Fla.; Jerene Lucas, Langdale, Ala.; Eleanor B. Walker, Summerville, S. C., who brought six cotton bolls with her for swapping purposes; Betty Bullard, Greenville, S. C.; Eva Loe Cotner, Raleigh, N. C.; Loretto Powers, Savannah, Ga.

"Hiawatha Scouts," from the northern Great Plains are (*left to right*): Nancy Jane Babcock, Minneapolis, Minn., Mary Louise Finney, Bismarck, N. D.; Dorothy Hansen, Duluth, Minn.; Margaret Sundness, Chisholm, Minn., who had 75 tubes of powdered iron ore which she swapped for paper knife, shark's teeth, etc.; Catherine Chassell, Belle Fourche, S.D.

"Covered Wagon Scouts" from the central Great Plains States, are (*left to right above*): Emily Jean Kuyper, Pella, Iowa; Marjorie Disbrow, Omaha; Jean Stouffer, Lawrence, Kan.; Meta ("Mickey") Mulconery, Wichita, Kan.; Betty Virginia Bonds, Colorado Springs, Colo.; Anna Louise Axon, Jefferson City, Mo.; Carolyn Thompson, Pueblo, Colo. Scout Mulconery, the girl in front centre with the straight legs and the knives in her belt, is a typical Scout, exuding a spirit of happy helpfulness. She is the daughter of a Wichita insurance dealer.

"Big Tree Scouts" who traveled to Camp Andree from the Pacific Coast States are (*left to right below*): Shirley Clayton, San Francisco, Calif.; Stella Darrow, Seattle, Wash.; Marjorie Hunt, Palo Alto, Calif.; Helen Strout, Portland, Ore.; Marian Broomquist, Spokane, Wash.; Shirley Taylor, Tacoma, Wash. Scout Taylor was considered by most reporters to be the prettiest girl at the encampment. More remarkable than the looks of any individual girl, however, was the fact that, viewed en masse, almost all Girl Scouts look alike.

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They'll come, quick enough, when you tell them there are Underwood Deviled Ham sandwiches for lunch. It's the flavor that gets them . . . the tangy taste of savory ham blended with Underwood's own seasoning of spices to give it zip.

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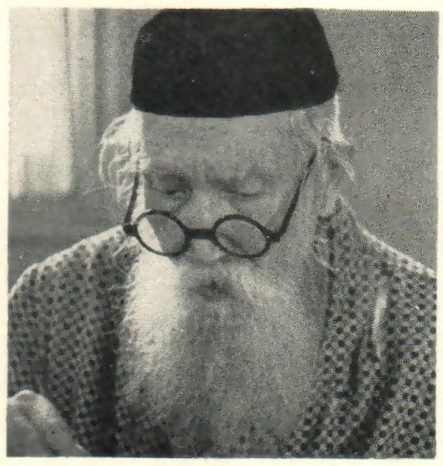
Private Lives

Hope Gimbel, 22-year-old daughter of the Bernard Gimbels (department stores) is engaged to marry David Solinger, 31-year-old Manhattan lawyer. Miss Gimbel met him six weeks ago at a Westchester dinner party. Educated at Rosemary Hall, Bryn Mawr and the Sorbonne, she is a noted horsewoman, has won many a silver cup. Mr. Solinger's game is golf.

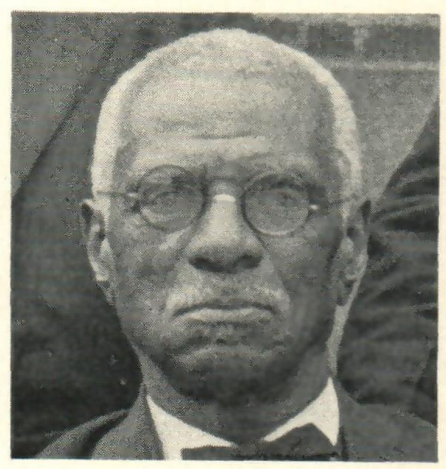
Joan Crawford made news when Dorothy Rogers, Hollywood stenographer, sued her for $50,000. Miss Rogers claimed the movie actress abruptly ended their "close friendship," caused her to lose her RKO job. She withdrew her suit when RKO rehired her. Said Miss Crawford: "Dorothy Rogers is not a personal friend, but a fan I tried to be nice to."

Jack Gebhardt, Chicago policeman, paled when a telephone call to his station said: "A woman has shot her husband at 2252 Grace Street." Rushing to the scene he found it was his sister Ruth's apartment. The latter stood with a gun over her dying husband, George Werlein. Officer Gebhardt arrested his sister, brought her to the station.

Mrs. George Werlein, sister of Policeman Gebhardt, shot her husband after a quarrel in which he had knocked her down, beat her head against the floor, questioned paternity of her 9-month-old baby. "She screamed. Neighbors called the police, and Uncle Jack came," said her daughter Shirley. "Justifiable homicide," reported the coroner's jury.



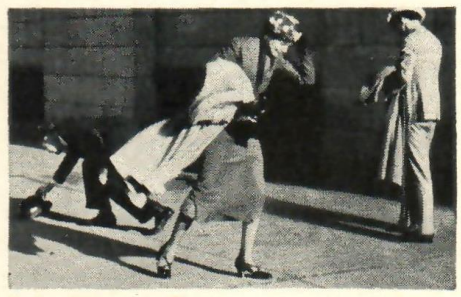
Abraham Wishkovsky, oldest inmate of New York's Home of the Daughters of Jacob, celebrated his 121st birthday with cake, candles and a good deal of repartee. Thrice widowed and twice divorced, he said he would like to marry a young woman with yellow hair. Of the female inmates, all over 65, he said: "They don't appeal to me."



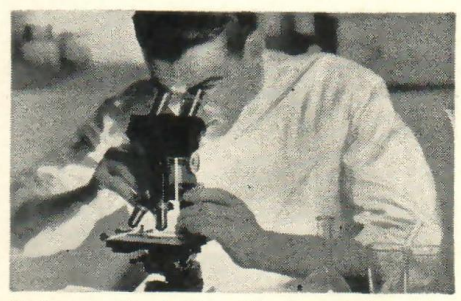
Bishop William H. Heard of the African Methodist Episcopal Church of Philadelphia was asked to move from a hotel in Edinburgh where he was attending a conference. Sir John Simon and the Archbishop of York promptly expressed regret; the latter invited the 87-year-old bishop to visit him. Comfortable in another hotel, he declined.

LIFE
goes into eyes

Twister — Not many of us see a real bad one like this—but—



***A Windy Day** is common to most of us. Millions of invisible particles of dust and dirt flying through the air—and—

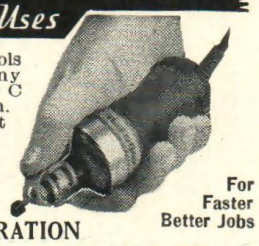


Science finds that these particles of invisible dust irritate our eyes—causing them to burn and become reddened.

*Sometimes it's wind, other times it's light glare, smoke, motoring, swimming that irritates our eyes. We owe it to our eyes to care for them daily by soothingly cleansing them with Murine. Use Murine regularly night and morning and notice how clear and refreshed your eyes feel.

MURINE FOR YOUR EYES

HANDEE
Tool of 1001 Uses



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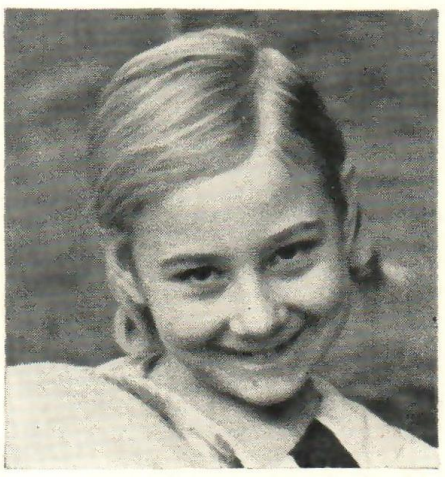
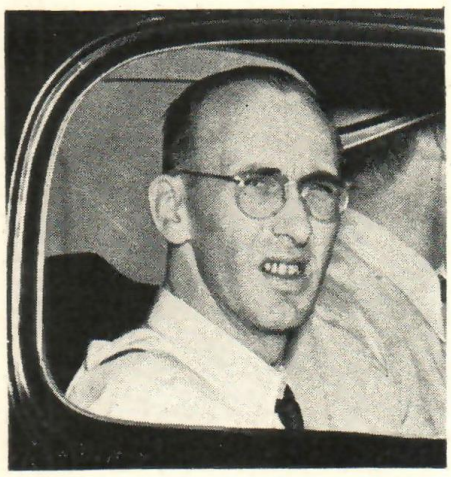
Private Lives

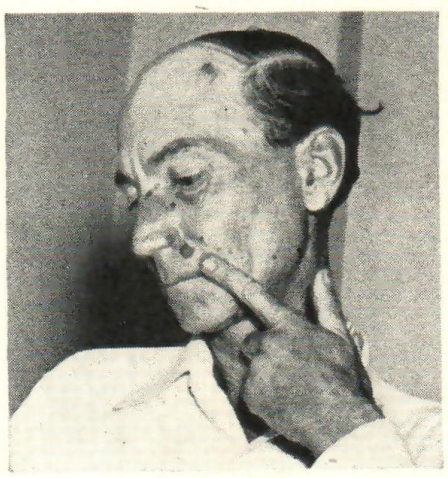
Paula Stone, actress-daughter of Actor Fred Stone, and George Walker Mason, Hollywood night-club operator, got a marriage license in Santa Barbara. "We haven't the least idea when we will use it," giggled Miss Stone, who was recently signed for a part in the forthcoming Dick Merrill picture, *Atlantic Flight.* Said her mother: "That's a surprise!"



Mrs. Eunice Winstead Johns, Tennessee's 9-year-old child bride, got soundly switched by Teacher Wade Ferguson for "general mischievousness" on her second day at Fairmont Grade School. When her husband Charlie Johns told Mr. Ferguson he couldn't whip-another man's wife, Ferguson said he certainly could. Naughty Eunice quit school.



Harry French of Alturas, Calif. last spring shot and killed Claude McCracken, editor of a local paper competing with one published by Harry's parents. Day before the shooting, McCracken had jocosely printed an item about a man named French being hanged as a horse thief. Found guilty of murder, Harry French awaits hanging at San Quentin.

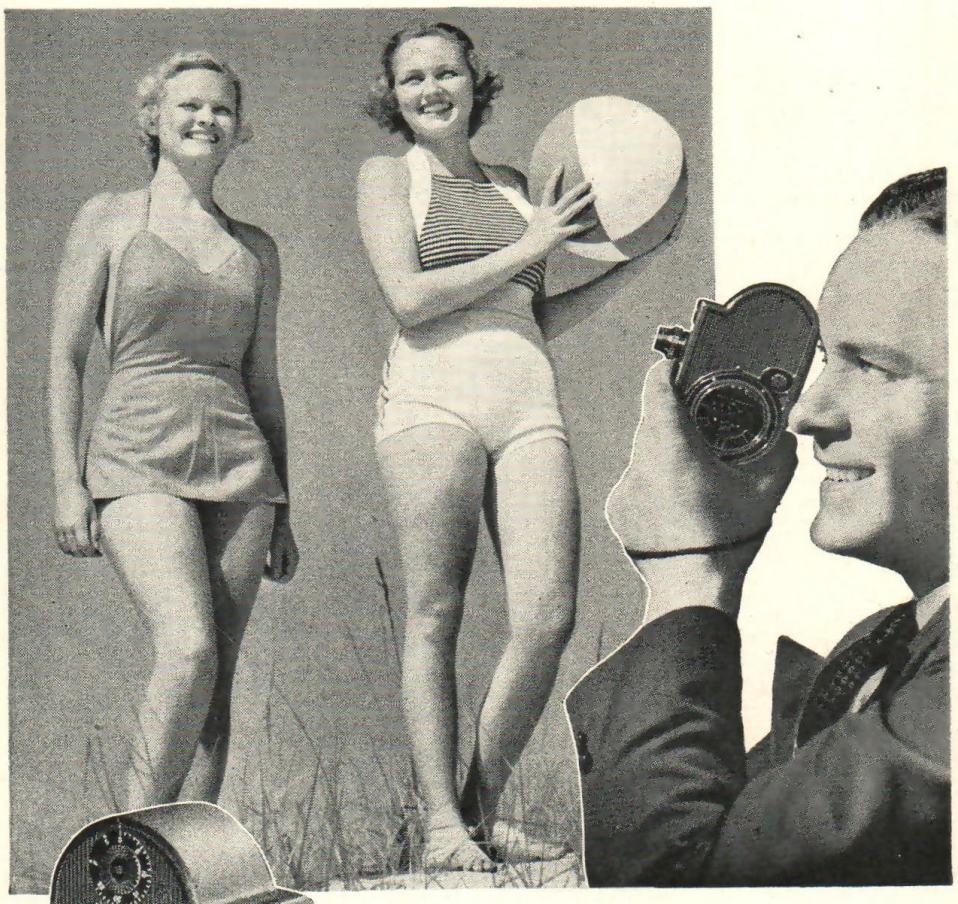


Oscar Kay, 47-year-old worker of New Orleans, was tied to a chinaberry tree and publicly flogged by Eloise Willis, 17. She accused him of spreading rumors that a hospital visit for appendicitis had actually been to bear a child. Charged with assault, Miss Willis said: "I was delighted to give a beating to a guy who passed such foul remarks."

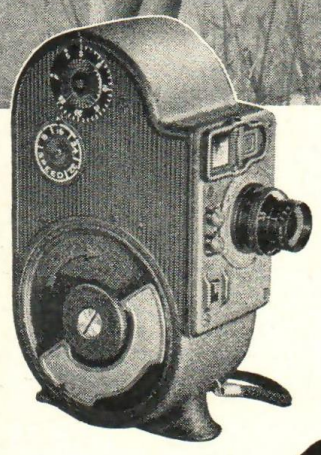
Muriel ("Honey") Johnson of Bronxville, N. Y. has been reported engaged to so many celebrities that when friends said she would marry David Mdivani, Mae Murray's former husband, no one knew what to think. "Honey" cast no light on the matter. Homeward bound from Venice where she met Mdivani, she said perhaps she would, perhaps she wouldn't.

Helena Rubinstein, famed cosmetician whose fortune comes largely from women anxious to appear attractive to men, is suing her husband, Edward W. Titus, for divorce on grounds of adultery. She claims 67-year-old Mr. Titus, a retired Paris publisher, committed infidelities with a young woman on the Riviera while his wife was busy working.

Action! Color Movies!



VACATION—*Only movies can keep vacation pleasures fresh for life*



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REASON :
- it's a keen mineral water
- it's bubbling with vitality
- it's on the alkaline side

LIFE'S PICTURES

Born 35 years ago in Gotha, Thuringia, brought up in Berlin, George Karger, at 19, had made such a successful start in banking that he had champagne with his dinner every night. He spent the following 16 years working in banks in Berlin, Paris and Chicago. Not until 1930 did he take his camera hobby seriously, when he started selling advertising photographs. By 1935, he found that he was making more money with his camera than at banking, gave up the latter. One of his greatest accomplishments is his success in taking stage action shots. For this issue of LIFE he took many of the pictures of Summer Theatres, also the panel board of the giant transcontinental Douglas Plane.

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34, 35—KARGER-PIX, *with cloud background from the book* "BEAUTY OF FLIGHT" *by* MANFRED CURRY, *published by* JOHN DAY CO., N. Y. C.
36—CLYDE H. SUNDERLAND—CLYDE H. SUNDERLAND, WILLARD ELDRIDGE AND M. A. WALKER, JAMES FARBMAN—JAMES FARBMAN
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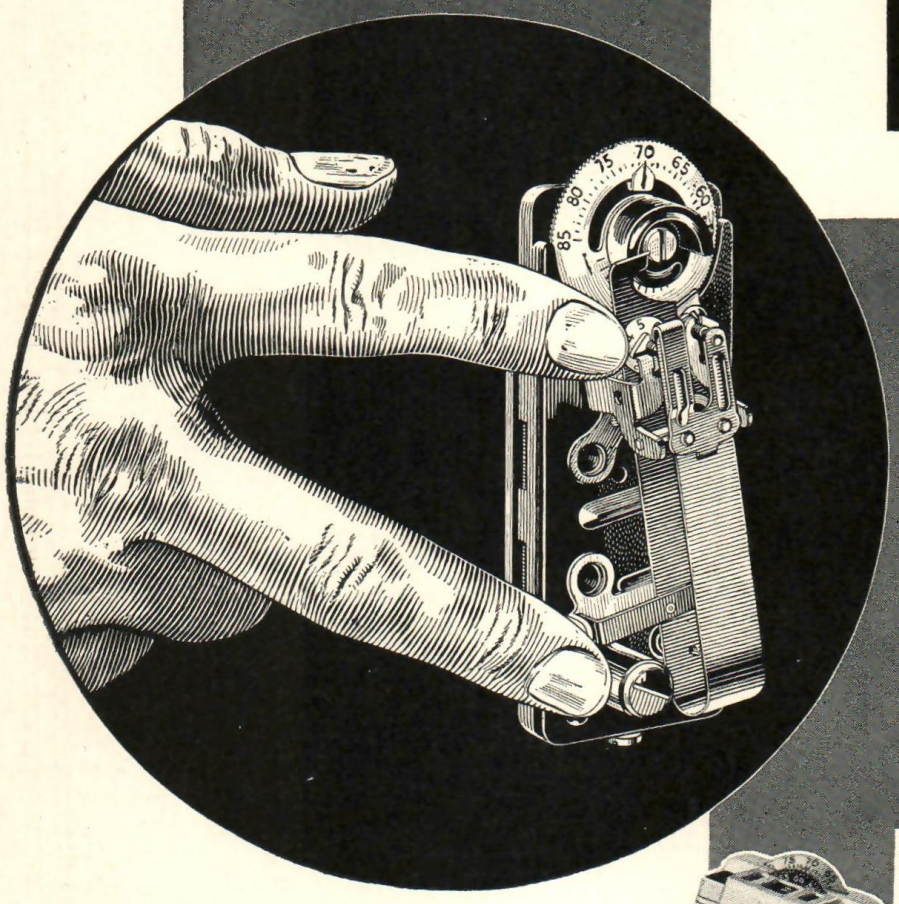

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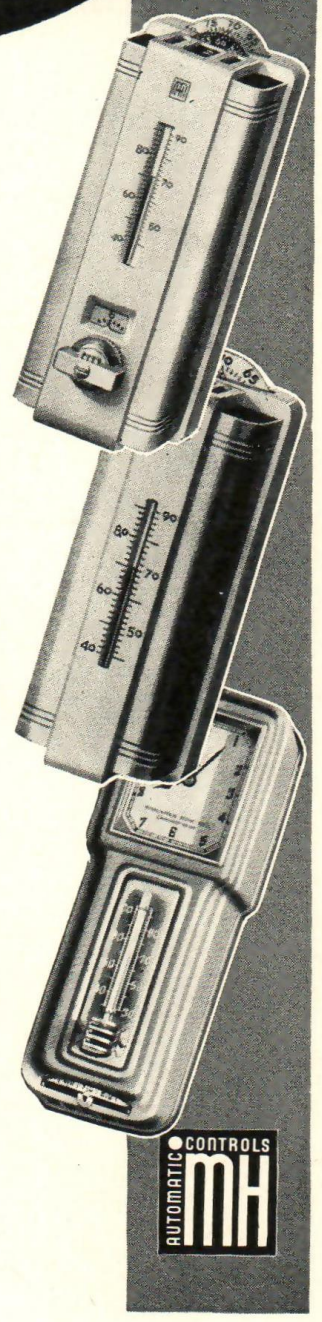
Send for This Book—It's Free

You will be interested in the booklet, "And Then We Turn On The Heat." It gives all the facts about "Acratherm Stabilized Heat." Send for your free copy.



A NEW winter heating comfort has come into being, based on a new control so complete, so automatic in its operation that it cannot be compared with any conventional thermostat. This control is the Acratherm, incorporating the new Accelerator. It actually senses temperature changes before they occur and speeds up the heating system to meet them. It literally irons out heat fluctuations in any modern heating system by automatically adjusting the length and number of burner operations to supply heat in response to the fluctuations of outside weather. Short, frequent burner operations in cold weather, less frequent operations in mild weather produce "Stabilized Heat." No thermostat without the Acratherm Accelerator can do this. Therefore when you install Automatic Heating or modernize your present equipment insist that it is Acratherm Controlled. Minneapolis Honeywell Regulator Company, 2919 4th Avenue South, Minneapolis, Minnesota. Branch and Distributing offices in all principal cities.

SUMMERIZE
YOUR HOME FOR WINTER COMFORT
with AUTOMATIC HEATING and AIR CONDITIONING
SEE YOUR DEALER NOW!

MINNEAPOLIS HONEYWELL
REGULATOR COMPANY

X·ER·VAC TREATMENTS

(Alternate VACUUM and PRESSURE)

REVITALIZE INACTIVE HAIR CELLS BY IMPROVING CIRCULATION

• Licensed for use under the methods of André A. Cueto, M.D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. Patents Pending.

• The XERVAC,' through the action of alternate vacuum and pressure, tends to produce a normal circulation in the deep network of capillaries that feed the hair cells. Undernourished, inactive hair cells are revitalized by the nourishment supplied by the renewed circulation, and normal hair growth is stimulated. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to

THE CROSLEY RADIO CORPORATION
Dept. 838-L , Cincinnati, Ohio

Copyright 1937, The C. R. Corp.

Try this new salt dentifrice discovery

(U. S. Patent 1968858)

This new dentifrice discovery, Worcester Salt Toothpaste (U. S. Pat. 1968858) has brought happiness to people who had given up hopes of having attractive teeth. Perhaps it can do the same for you. At least try it at our expense. For free sample write Dept. 107, Worcester Salt Co., 40 Worth Street, New York City.

Worcester Salt Toothpaste

RASHES

Irritation soothed, healing promoted by using effective, mildly medicated

CUTICURA SOAP and OINTMENT

PRETTY AMATEURS SET SPORT STYLES

Legend has it that American girls excelling in sports are usually short on looks and style. Here are seven amateur girl athletes, looking so smart and attractive they might be models posing for commercial photos of sports clothes. Grace Amory (*below*), 20, daughter of Mrs. Herbert Pulitzer and the late Charles Minot Amory, won six Long Island and Westchester golf tournaments this year. She is considered the best-dressed woman golfer.

For chic on the golf course Miss Amory wears a red, braided-straw visor, light-blue cashmere sweater, white polo shirt, white flannel skirt, red leather belt studded with silver quarters, white angora socks, white oxfords, brown trim.

Mary Chapman, 20, of Plandome, L. I. sails an Atlantic class boat in Long Island Sound races. Preferred attire: white gabardine shorts, navy stripe; blue-and-white cotton shirt; maroon-and-yellow foulard scarf as a belt; navy anklets; brown-and-white oxfords; code-flag bracelet; a metal "crash" bracelet with her name.

SORE, HOT FEET?

If you suffer from sore, tender, feverish, swollen or aching feet, massage them with Dr. Scholl's Foot Balm, you'll have immediate relief. Its healing medication soothes irritated skin, sore muscles and aching joints; reduces inflammation and swelling; dispels foot odors Rests and refreshes the feet.

Don't accept a substitute. Insist on the genuine Dr. Scholl's Foot Balm. Costs but a trifle. Sold everywhere.

FREE BOOKLET on Foot Care mailed on request. Dr. Scholl's, Inc., 209A W. Schiller St., Chicago.

Dr Scholl's FOOT BALM

Dangerous to Scratch Mosquito Bites

● Scratching mosquito bites or skin irritations of any kind is risky. It often causes re-infection and leads to serious trouble. For quick relief from the itching of insect bites, athlete's foot, hives, scales, eczema, and other externally caused skin afflictions use cooling, antiseptic, liquid D.D.D. PRESCRIPTION. Greaseless and stainless. Soothes irritation—quickly stops the most intense itching. 35c trial bottle proves it—or money back. At all druggists.

D. D. D. PRESCRIPTION

Tune in

THE MARCH OF TIME

on the air

Every Thursday Night
10:30 E. D. S. T.

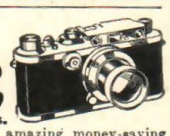
COLUMBIA
COAST-TO-COAST
NETWORK

GRAFLEX

Take life as you find it—any time, any place and under any condition—with a Graflex or Speed Graphic American-made Camera. Better photographers depend upon them. Send for FREE catalog. Dept. L-17, Folmer Graflex Corp., Rochester, N. Y., U. S. A.

PRIZE-WINNING CAMERAS

CAMERA BOOK FREE



Explains latest inventions, methods in Photography and Home Movie Making, for **fun and profits.**

Offers hundreds of amazing money-saving Bargains in still and movie Cameras, Lenses, Films, etc. **Used equipment accepted in trade.** Satisfaction guaranteed!

WRITE FOR FREE BARGAIN BOOK OF CAMERAS AND SUPPLIES!

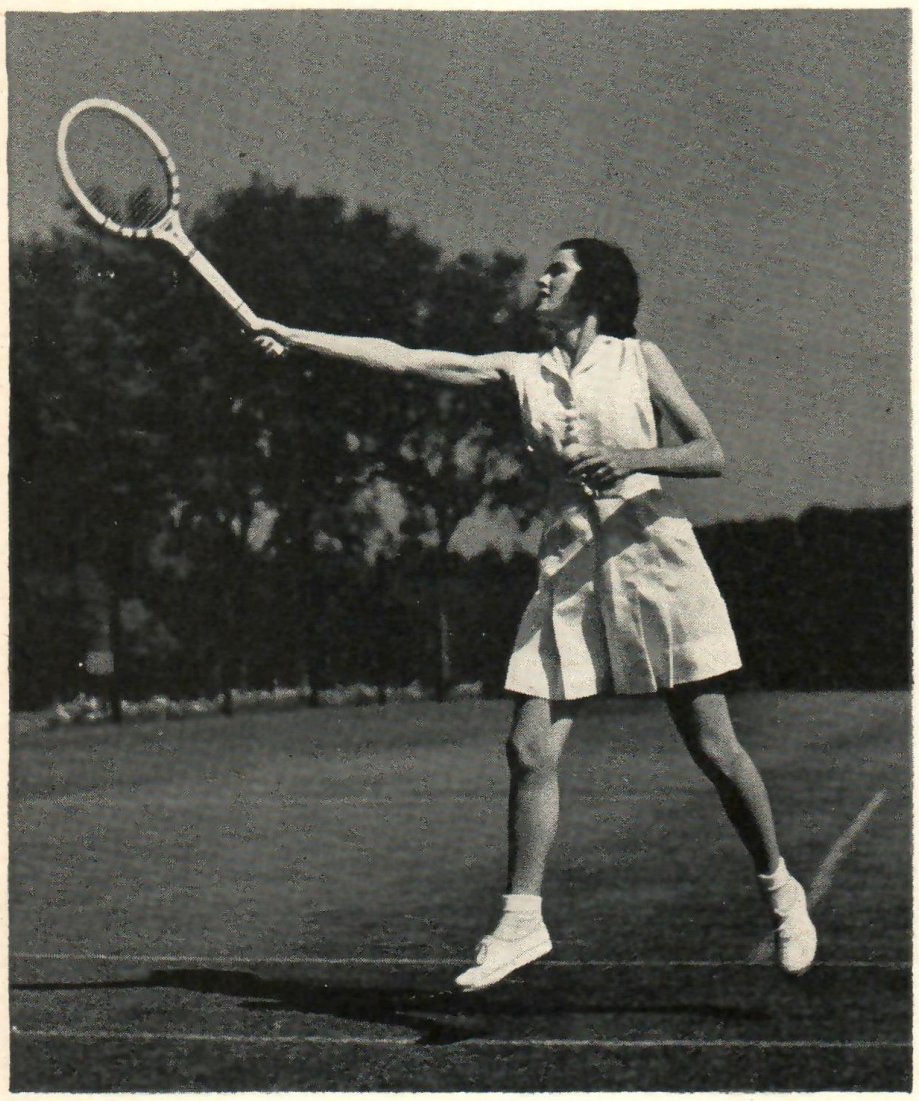
CENTRAL Camera Co., (Est. 1899)
230 S. Wabash, Dept. LF-38, Chicago, U.S.A

You Can Be A "Good Sailor" Just ... *Take* –

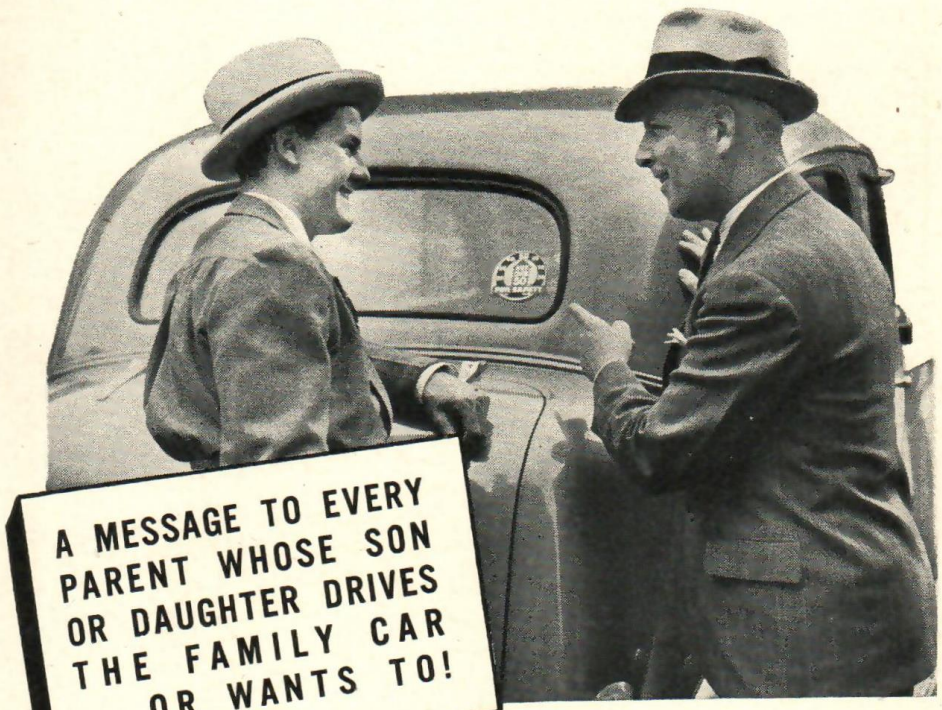
Four of the five Murray sisters, daughters of Mr. and Mrs. Joseph B. Murray and granddaughters of James A. Farrell, former U. S. Steel Corp. president. They are consistent winners in Long Island and Westchester horse shows. Rosamond, 17, (*foreground*) won the National Equitation Championships in 1931, '33, and '35. All the sisters wear $20 derbies specially made for them; cavalry twill jodhpurs, unfinished worsted coats, white madras shirts, foulard ties, special high-laced boots.

WHAT SOCIALITE ATHLETES WEAR

Sarah Palfrey Fabyan, third ranking U. S. tennis player, has great gallery appeal. She is slim, graceful, smart. Note the English-style, pleated, longer shorts of white piqué with wide belt and sleeveless top; white wool anklets; white canvas shoes.



Let's sign up Together, Son!



A MESSAGE TO EVERY PARENT WHOSE SON OR DAUGHTER DRIVES THE FAMILY CAR ...OR WANTS TO!

"You *will* drive carefully, won't you, son?" How often have you uttered these words of caution?

Hearing his cheery reassurance, you've hoped he *would* remember . . . hoped he would resist the youthful urge to "step on it."

Wouldn't he be safer . . . and your worries fewer . . . if he joined the "NOT-OVER-50" Club? As one of more than 100,000 club members, observing its creed of common sense and its safe driving rules, he'll have a new regard for his responsibilities. The little red arrow on the speedometer will be his ever-present warning to drive at speeds that *give him time to see and act.*

But don't ask him to join alone. Set an example. Join yourself—and drive as you want *him* to!

Car Insurance At Cost

Dividend savings for Lumbermens policyholders are important by-products of the "NOT-OVER-50" movement. Fewer accidents mean fewer losses and since Lumbermens insures at cost, its policyholders realize real profits from any movement to reduce traffic deaths and accidents. Naturally, if you are a careful driver, Lumbermens would like to insure your car; but don't fear an annoying campaign to make you a Lumbermens policyholder if you join the "NOT-OVER-50" Club. If you *do* wish to save with safety on your insurance, however, check the coupon below, when you fill it out.

NOT OVER 50

Red Arrow Warning

Rear Window Insignia

Safe Driving Pledge

SAFETY EMBLEMS FREE

You do NOT have to be insured by Lumbermens to join the "NOT-OVER-50" Club, nor do you place yourself under any obligation. Fleet owners may have insignia for every car.

JOIN THE NOT-OVER-50 CLUB

LUMBERMENS MUTUAL
CASUALTY COMPANY
Division of Kemper Insurance

Save with Safety in the "World's Greatest Automobile Mutual"

HOME OFFICE: MUTUAL INSURANCE BLDG., CHICAGO, U. S. A

START SAVING LIVES *Today*

"NOT-OVER-50" CLUB, 4750 Sheridan Road, Chicago, Illinois

Please send me.....safety packets described above. I understand that these insignia are free and that this places me under no obligation.

☐ Please show me how I can "Save With Safety" on automobile insurance.

L-5

Name .....

Address .....

City .....*State* .....

Life Goes to a Party

with 103 Goodyear "Graduates" at President Litchfield's

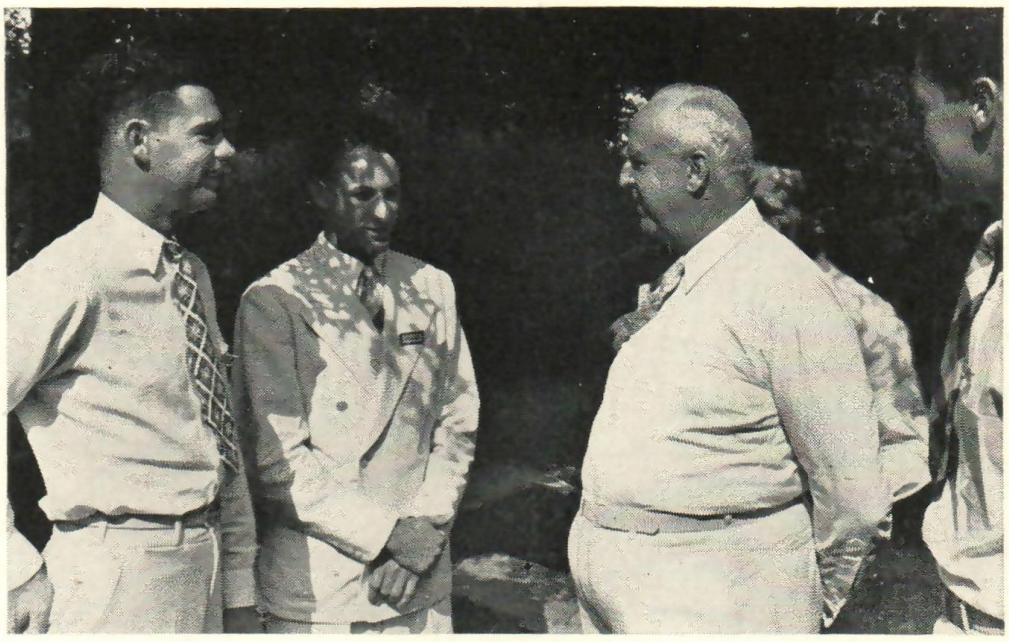
A college diploma is a pleasant distinction but unless it brings a job, four years' study is likely to seem a hollow thing. No less eager to hire promising students than promising students are to be hired are great U. S. industrial concerns which annually scour campuses for likely prospects. No exception, the Goodyear Tire & Rubber Co. of Akron, Ohio has for 24 years had a roving representative interview hundreds of job-seeking seniors at colleges and engineering schools all over the country.

On these pages you see Goodyear's 1937 crop of white-collar neophytes—103 graduates garnered from 50 colleges in 21 states. Coming to Akron in mid-June, they undergo a six-weeks classroom and inspection course at the Goodyear Training School learning the fundamentals of rubber manufacture and management. When they finish this preliminary training and are "graduated" into more permanent employment with the company, Goodyear's President Paul W. Litchfield invites them to an annual lawn party held at his estate. There these ambitious young men eat, play games, chat with company bigwigs on terms of shirt-sleeved informality.

Earning from $115 to $125 a month at the start, these Goodyear beginners follow up the classroom period with a year's training in actual manufacture, salesmanship, or office management. By that time 15% will have resigned, 10% will have been fired. The remaining 75%, now full-fledged workers, should be earning $175 a month and looking forward to a secure future.

Students at the Goodyear Training School, fresh from 50 college campuses, still suggest undergraduate rather than industrial life in their leisure hours. Above, left to right: University of Illinois' Walter Black, Utah's Jay Castleton, Northwestern's James Shear.

Faculty of the Goodyear College Graduate Training School includes Bill Dowman (*left*) in charge of personnel; Thoburn Wallington ("Thobey") Prior (*centre*) who visits campuses in search of talent; and Albert Goulding (*right*) in charge of the engineering squadron.

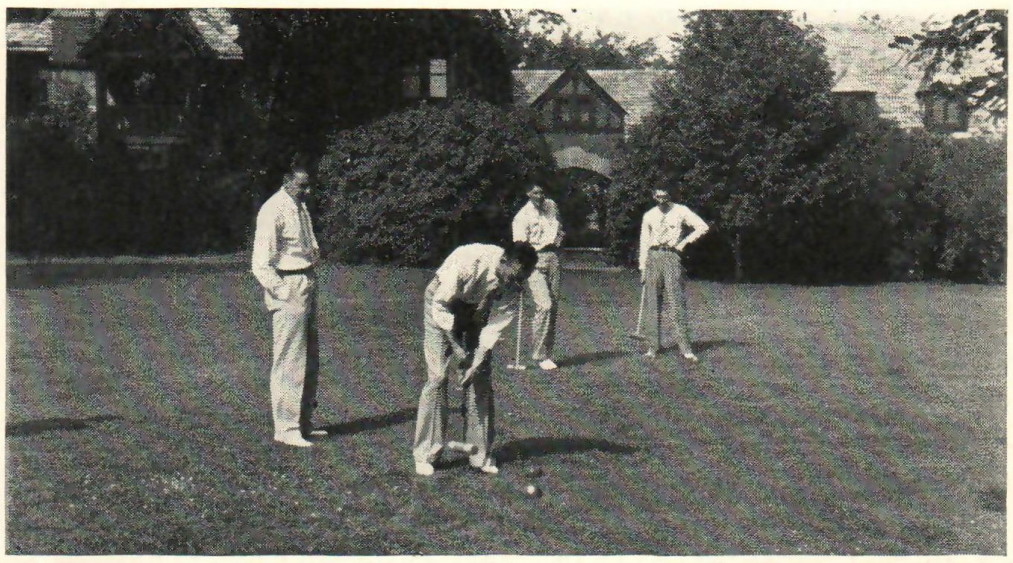


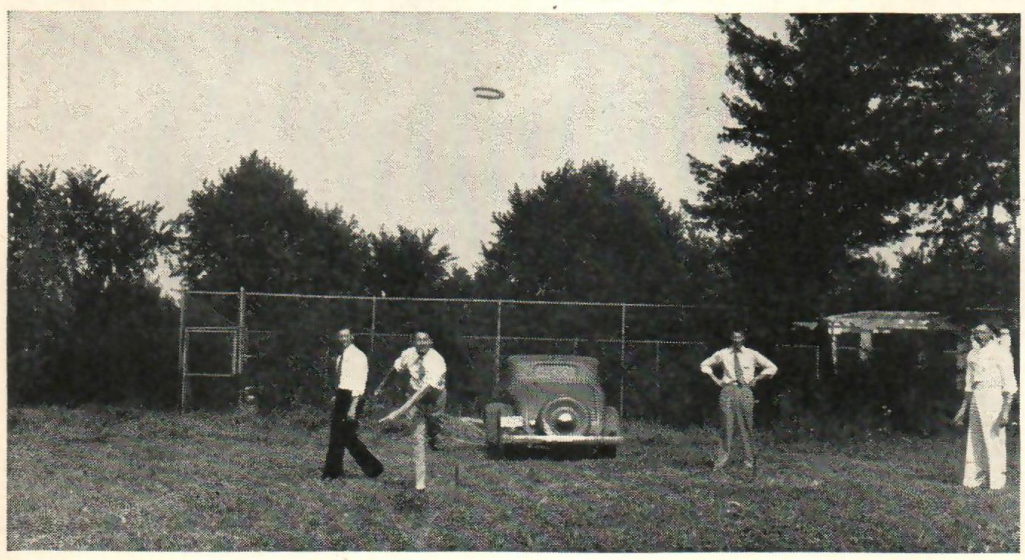
Host at the students' lawn party was shy, 62-year-old, socially-minded Paul W. Litchfield, president of Goodyear, who occasionally asks a few of his new college-graduate employes in for a game of billiards. For further scenes of Mr. Litchfield's party, see opposite.

A classroom lecture is delivered by Goodyear Personnelman Bill Dowman who tells Training School students a few things about the company's 39-year history. Because their reward is a livelihood rather than high marks, the boys are more attentive than on most campuses.

Negligent classroom posture and attire are here exhibited by Goodyear beginners. Their alma maters might well have frowned on such casual informality but Akron is hot in midsummer. Besides, these youngsters are about to "graduate" and go to the Litchfield party.

Food was plentiful at the Goodyear party on the lawn of President Litchfield's Akron estate where at long tables the 100-odd guests consumed sizable portions of cold meat, rolls, potato salad, tomatoes, ice cream and soft drinks. With the newly-hired college boys sat various Goodyear executives, visible portents of what the rookies might be 20 years from now. Following lunch, cigars and cigarettes were distributed among the guests and the various college groups represented rendered their undergraduate songs.





Sports were varied at Mr. Litchfield's lawn party. Here you see exhibitions of badminton, (*top left*) croquet, (*top right*) horseshoe pitching (*bottom left*) and bowling on the green (*bottom right*). Note the Litchfield house at rear of croquet players. Of seafaring New England ancestry, Mr. Litchfield is a yachting enthusiast and a competent wrestler, keeps fit in a private gymnasium. Because he is a teetotaler, his employe-guests solaced themselves between their sports by visits to a soft-drink bar.

CONTINUED ON NEXT PAGE

"WHATCHA GOT MISTER?"

Toys, pets, candy, airplane parts, shoes, clothing, flowers...for almost anything and everything is shipped by Railway Express—anywhere. Fast, dependable service. Low rates. Pick-up and delivery in all cities and principal towns. Phone the nearest Railway Express or Western Union office for service.

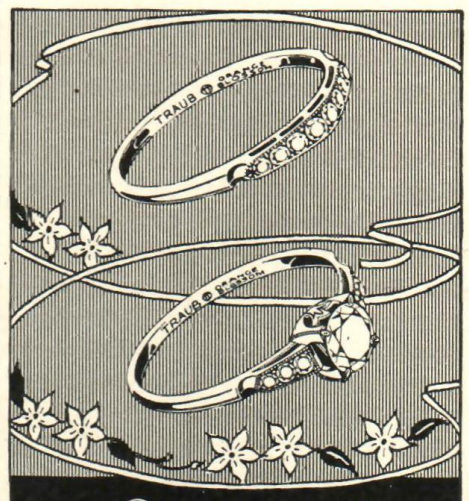
Air Express—2500 miles *overnight*

RAILWAY EXPRESS AGENCY INC.

NATION-WIDE RAIL-AIR SERVICE

TOUR THE NATION WITH A CROSLEY FIVER ROAMIO AUTO RADIO

YOU'RE *THERE* WITH A CROSLEY



GENUINE *Orange Blossom*

WEDDING AND ENGAGEMENT RINGS

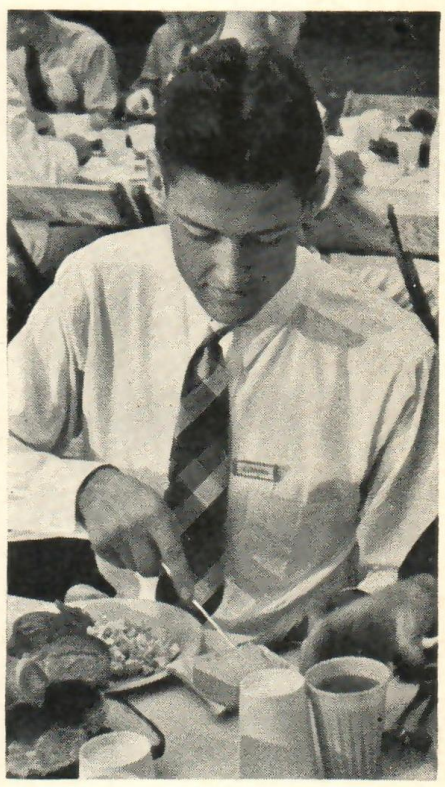
Designs of enduring loveliness distinguish Genuine "Orange Blossom" rings . . . featured by quality jewelers everywhere. Ask your jeweler for a copy of "Orange Blossoms," Traub's beautiful book for Brides.

by Traub

Life's Party (continued)

This lunch conference finds Student Robert O'Keefe checking morning notes on factory methods against Edward Maschmeier's 25 years of Goodyear experience.

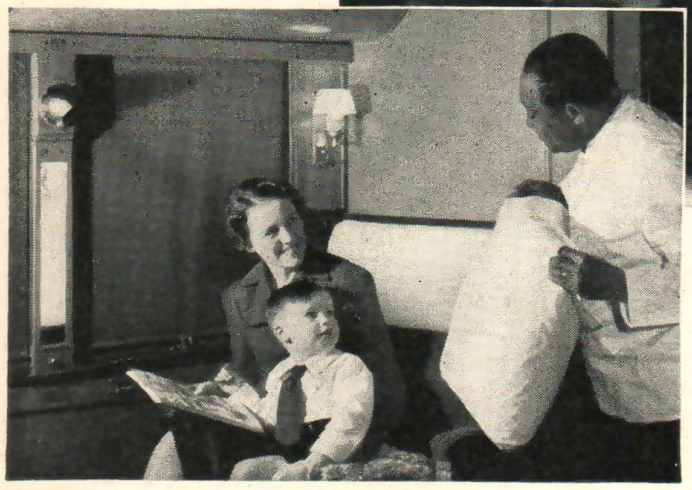
A workman's costume is worn by Lambert Irons (Yale '37) as he repairs a tire.



In white collar, Neophyte Irons appears his true self at Litchfield garden party.

Scholarly absorption in their work is shown by these college graduates as they note Guide Bill King's demonstration of how to file away rough rubber on a large tire.

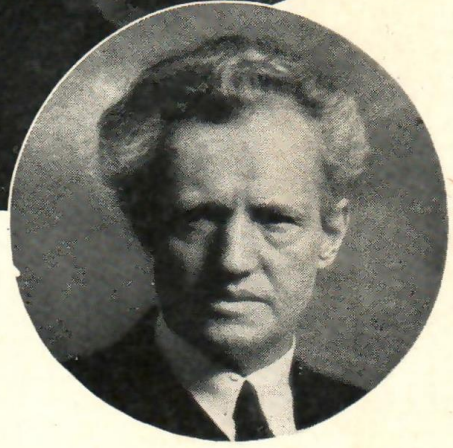
PULLMAN
Is My Preference
says
BOAKE CARTER
Noted Radio News Editorialist



Youth Will Be Served. "My three-year-old son started his Pullman career at the age of six months," says MRS. W. H. HATTENDORF, Little Theatre enthusiast, Western Springs, Ill. "He didn't say so, but I'm sure he was as appreciative as I am of the niceties of Pullman service and the employes' sincere interest in our welfare."

"When I have to 'buzz off' on a trip, Pullman is my preference. Almost every trip I make ends at a microphone. I have to arrive fresh, ready to work. On dozens and dozens of trips around the country, and on many shorter rides, too, I always pick a Pullman drawing room because of its homelike comfort and privacy."

Boake Carter



Incredibly Perfect Service
ARNOLD GENTHE, world-famous photographer and traveler, says: "As a frequent traveler for more than forty years, I am continually impressed with the innovations and comforts of Pullman service. Its perfection is incredible!"

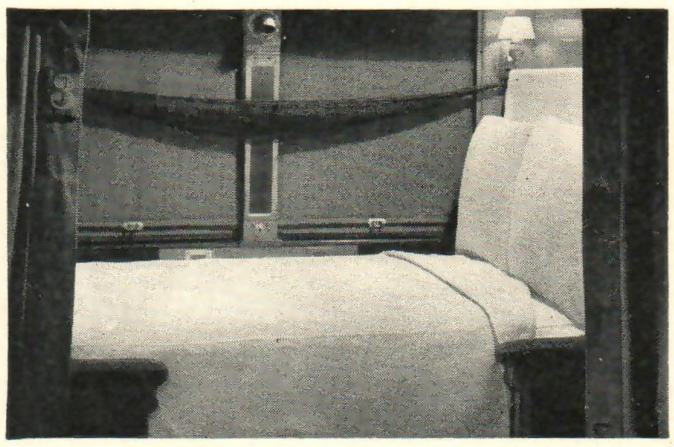
THE Pullman car is spotlessly clean, it is quiet, it is smooth-riding. There is warmth and hospitality, together with a marked consideration of each other's desires between fellow passengers. To travel by Pullman is to travel as a guest, served by a staff trained in the art of making you feel at ease. You enjoy every minute of your journey.

Pullman is the Safest Transportation in the World

The main reason why so many persons invariably take a Pullman is its proved *safety*. It is the safest transportation in the world. And it is the most dependable, come fair weather or bad. You always get there.

The reasonable cost of Pullman accommodations makes them available to every traveler. Pullman service may be had on railroads throughout the nation and on various lines in Canada and Mexico. Your ticket agent will give you full information on Pullman accommodations and their reasonable cost to your destination. Or write

THE PULLMAN COMPANY, CHICAGO



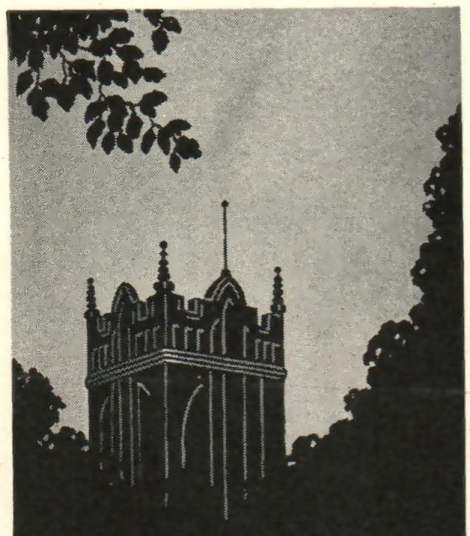
The Art of Making Beds
There is a touch of magic in the way a Pullman bed is made. A generous "pleat" or "expansion tuck" is left in sheet and covers along the inside and at the foot of the berth. You can turn with freedom, yet bedclothes won't pull out; and every wrinkle is smoothed away as perfectly as Pullman sleep smooths away fatigue and care.

All testimonial statements in this advertisement were furnished without compensation

Pullman and Rail—The safe way to go and the sure way to get there

TRAVEL AND SLEEP IN PULLMAN SAFETY AND COMFORT

Copyright 1937, The Pullman Company



Correct Luggage *pays...*

The impeccable "correctness" of Wheary Trunks and luggage has made them the choice of seasoned, sophisticated travelers the world over. Of course they take pride in Wheary's distinctive outer smartness but far more important are the ingenious inner arrangements which enable them to carry so much more and be sure everything will unpack wrinkle-free. And they have learned that to buy Wheary is to invest wisely and economically because this finer luggage is built to last a lifetime. Your Wheary dealer will be glad to demonstrate.

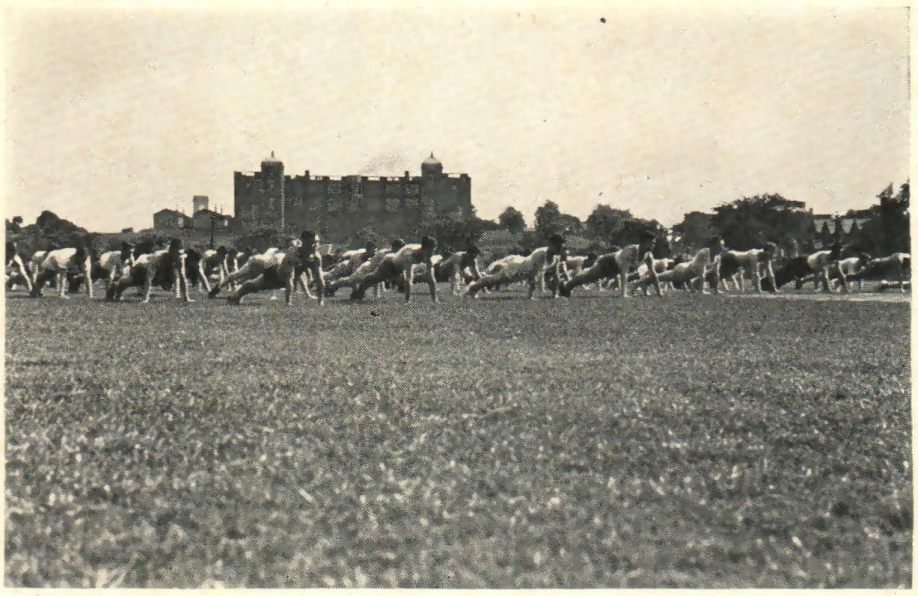
"Your Luggage Please"

WHEARY
Luggage

Send for free booklet, "What to Take and How to Pack It" Wheary Trunk Company, Racine, Wis. New York Office: Empire State Bldg.

Life's Party (continued)

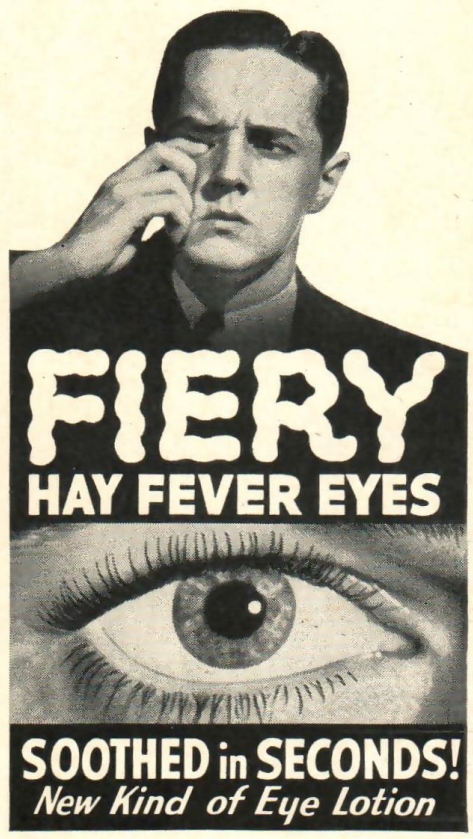
Card punching after a gym workout is an afternoon practice for Goodyear Training School boys. At work by 7:30, most days they are through inspecting plants by 3. Then they either attend lectures or play softball at the Goodyear stadium.



Calisthenics at the Goodyear Co.'s Seiberling Athletic Field helps keep Training School boys healthy after a busy day of factory tours and lectures on management. The field comprises 33 acres and is for the use of all Goodyear employes.

Relaxation at the day's end often consists of blackjack and beer. Most of the boys live in Akron boardinghouses costing from eight to thirteen dollars a week.

This is the life..
AT HOTEL CLEVELAND
GAY MUSIC FOR DANCING
GENUINE, FRIENDLY SERVICE
Modern, colorful and *convenient*–adjoining the Union Passenger Terminal in the heart of Cleveland.
HOTEL CLEVELAND
Cleveland



Yes . . . it's true! Two eye specialists have created a formula that makes red, smarting hay fever eyes feel cooled and soothed in *seconds*. Eye-Gene! Restores natural whiteness and clearness! Eyes feel marvelously refreshed! Just a few drops bring amazing relief! Used by thousands to clear and whiten eyes that are veined and dull from fatigue, exposure, swimming, late hours. Ask at any drug store for Eye-Gene!

EYE-GENE

FREE! $1000.00 A DAY FOR 30 DAYS

A NEW CONTEST and a NEW CHANCE to WIN $1,000 EACH DAY for 30 DAYS!

Contests Open August 9 and Continue Every Week Day, Except Saturdays And Sundays, Through September 17

HERE'S ALL YOU DO:

JUST COMPLETE THIS SENTENCE: *"I Like OXYDOL For Washing Clothes Because ......"*

(in 25 additional words or less)

The Purpose of this Contest is to Introduce to Your Home this Amazing "15 Minute Soaking" Laundry Soap—OXYDOL

● Here's the most amazing contest of all time . . . because you have a *new chance each day to win $1,000 cash!*

30 daily contests in all! And a brand-new $1,000 bill given away each day!

And the requirement for the contest is so simple, so easy, that even a child can win! All you do is finish the sentence shown on the entry blank . . . "I like OXYDOL for washing clothes because . . ." (in 25 additional words or less).

For instance, one simple answer would be as follows: "I like OXYDOL for washing clothes because it gets them 4 to 5 shades whiter without scrubbing or boiling."

What Oxydol Is

OXYDOL is science's newest and most amazing laundry soap, developed by the makers of gentle Ivory. Combining speed and safety in an utterly new way, it does these 4 amazing things: (1) Soaks the dirt loose in 15 minutes, without scrubbing or boiling. Even the grimy spots come snowy white with a few quick rubs. (2) Gets white clothes 4 to 5 shades whiter, proved by scientific Tintometer tests. (3) Cuts washing time 25% to 40% in tub or machine. (4) Yet so safe that every washable color comes out sparkling, brilliant, fresh! And hands stay soft and lovely!

Women by millions are discarding old-fashioned soaps and switching to OXYDOL . . . to save backaches on washday . . . to get whiter, cleaner clothes.

Don't Wait! Enter Now...Enter Each Day

Remember, there's a new contest each day. A new chance to win a brand-new $1,000 bill. Start now! The contests begin August 9. All entries received by Procter & Gamble on any contest day will be entered in that day's contest. It's the most wonderful contest ever held. It's the greatest chance you've ever had to win $1,000 cash. The quicker you get started the better—so don't delay. Get OXYDOL from your dealer today.

TESTED AND APPROVED BY GOOD HOUSEKEEPING INSTITUTE

HOORAY! THE WESTERN UNION BROUGHT ME A BRAND-NEW $1000 BILL FROM THE MAKERS OF OXYDOL
JUST THINK! WHAT THAT WILL BUY! A NEW CAR-- A NEW RADIO! WE'RE SETTIN' ON TOP OF THE WORLD!
$1000

HINTS ON HOW TO WIN

Read carefully *every word* of this advertisement. In the description of OXYDOL, and what it does, you will find many excellent ideas for completing your simple statements in 25 words or less.

Try OXYDOL for washing clothes, and see for yourself what it does. Note that you can get *thick, billowy* suds in any water—hard or soft. Note how quickly these suds *soak the dirt loose from clothes.*

Remember that the judges will be impressed more by simple and sincere phrases concerning what you think of OXYDOL, than by fancy words. What is most important, is your own honest reaction to the product.

CONTEST RULES—READ CAREFULLY

1 Simply finish the sentence "I like OXYDOL for washing clothes because . . ." (writing 25 additional words or less). Write your entry on the blank at the right, or on a separate sheet of plain paper. Sign your name and address. Also be sure to give the name and address of the dealer who sells you OXYDOL.

2 Send in as many entries as you wish, *provided each one is accompanied by an OXYDOL box-top, any size (or facsimile).* Mail your entries to OXYDOL, Box 735, Cincinnati, Ohio.

3 There are 30 separate contests—a new contest each day (except Saturdays and Sundays) from August 9th to September 17th, inclusive. All entries received by Procter & Gamble on any contest day will be entered in that day's contest. Entries received any time before August 9th will be entered in the August 9th contest. All entries received on Saturdays and Sundays will automatically be entered in the contest for the following Monday. The final (30th) contest on September 17th will include all entries received on that day *and* all entries *postmarked* not later than midnight of that day.

4 The winners of each day's contest will receive $1,000. All winners will be notified by Western Union and their names announced daily, beginning Monday, Aug. 16th, over the OXYDOL-Ma Perkins radio program.

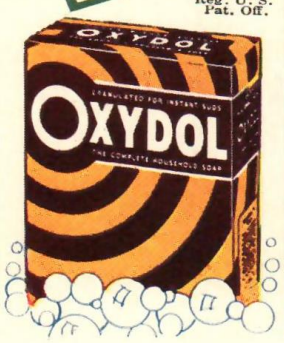
5 All entries will be judged on the basis of sincerity, clearness, and particularly originality. Penmanship and fancy entries do not count extra. Decision of the judges will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. All entries, ideas and contents thereof, become the property of Procter & Gamble.

6 Anyone may enter these contests except employees of Procter & Gamble and of their advertising agencies, and the families of these employees. These contests apply only to the United States, Canada and Hawaii and are subject to all Federal, state and local laws and regulations.

Final (30th) Contest Closes at 12 Midnight, Sept. 17, 1937

Tune In **MA PERKINS** for further details regarding this amazing contest. Ma Perkins can be heard Coast-to-Coast in the U. S. and Canada. See your newspaper for local time announcements.

Trade Mark Reg. U. S. Pat. Off.



ENTRY BLANK- Mail This Now! It May Win You A Crisp, New $1,000 Bill

"I like Oxydol for washing clothes because . . . . . .

.....

....."

(Finish the above sentence in 25 additional words or less)

OXYDOL, Box 735
Cincinnati, Ohio

Gentlemen: I have completed on this entry blank the sentence which begins "I like OXYDOL for washing clothes because . . . " Also enclosed is a box-top (or facsimile) from a package of OXYDOL.

Name.....

Address.....

City..... *State*.....

Name and address of dealer from whom you purchased OXYDOL:

.....

.....

Do you look like a store dummy from the ears up after a dip in the pool or sea?

Know why?

Water washes away the natural scalp and hair oils.

Salt and dust and sand all conspire to gum up your foliage.

Sun and wind dry it out, and what have you got . . . *a case of "Vacation Hair"* . . . a stubborn crop on your crown, brittle as a bone, bristling to the comb.

But now you can rejoice. Kreml Hair Tonic fixes all that, and the price has been greatly reduced.

Kreml supplies beneficial oils to the scalp and hair.

Kreml whisks away the dust and salt and gumminess (and takes your dandruff with it).

Kreml works to check falling hair, and what have you got?

A head of hair that's actually a thrill—it feels so clean, looks so lustrous, combs so neatly.

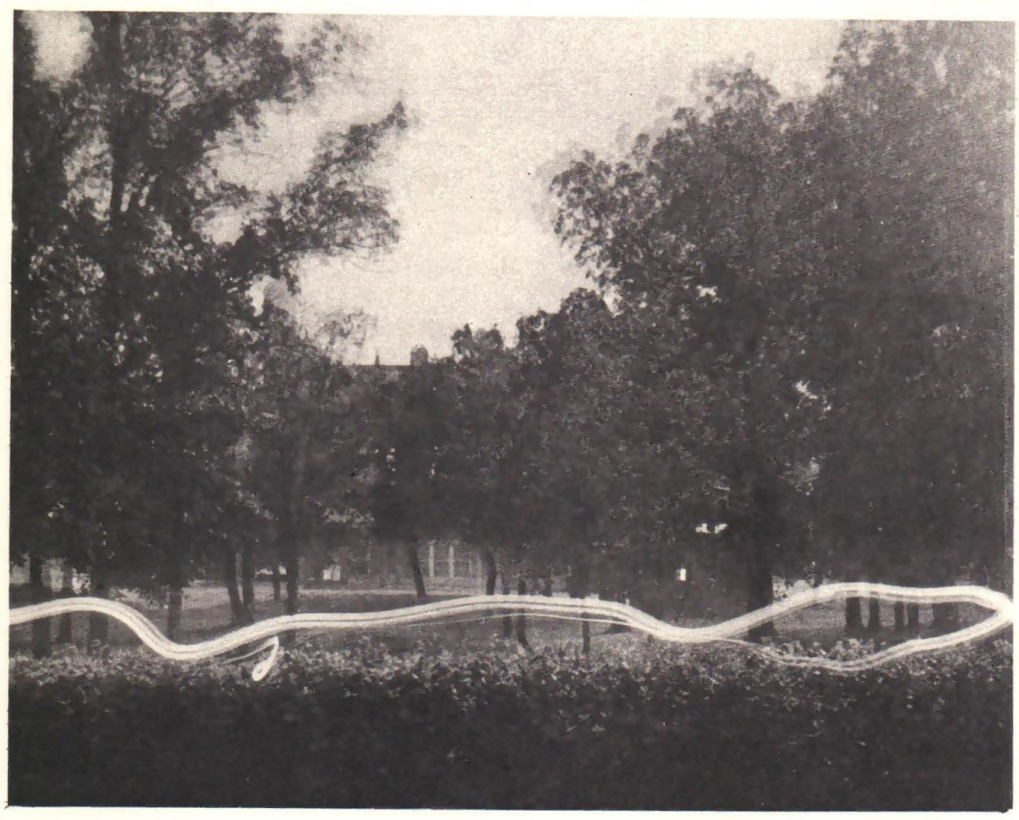
Ask your druggist for Kreml; call for it in the barber shop or at the beauticians.

KREML

Tested and Approved 4748 Good Housekeeping Bureau

REMOVES DANDRUFF—CHECKS FALLING HAIR—NOT GREASY—MAKES THE HAIR BEHAVE

PICTURES TO THE EDITORS



LIGHTNING

Sirs:

The enclosed candid camera shot of a lightning flash was taken about midnight on July 21 while a severe electrical storm was raging. The camera was rested on a ledge of the porch of my residence and pointed to a sector of the sky visible through the trees on the grounds of the Deer Lodge Military Hospital which is seen in the background.

The camera shutter was held open by means of the cable release for about 15 minutes awaiting a suitable flash. When it came, the bolt almost knocked me off my feet and it was several minutes before my eyes recovered from the blinding glare. An odor of ozone permeated the air for a brief time afterwards.

Distance from the camera to the top of the caragana hedge, along which the bolt traveled, was later measured at 37 feet.

B. W. CARTWRIGHT

Deer Lodge, Manitoba

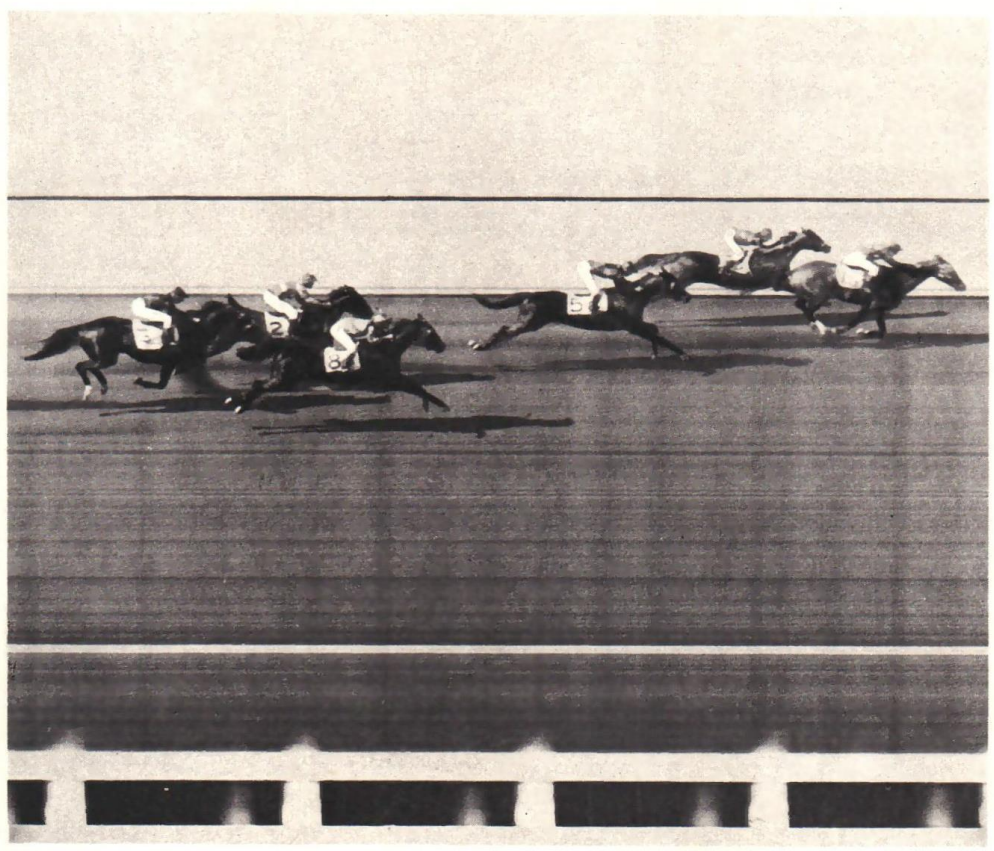
ANALOGY

Sirs:

In reference to the controversy about the bottom spokes of a locomotive wheel standing still, LIFE's analogy (July 26, page 14) of man's knees moving faster than his elbows, during the turning of a cartwheel, is proven by the enclosed photo, posed by Helen Thurston, Hollywood acrobat. The focal-plane shutter of the camera operated so that the top part of the film (in this case, her feet) was exposed first.

M. U. BLUMENTHAL

Los Angeles, Calif.



MODERN MILO

Sirs:

The favorite stunt of Milo of Crotona at the Olympic Games about the year 600 B. C. was to carry a live ox around the arena and later to eat the whole ox, roasted, at one sitting.

Herbert Edward (HE) Mann, 25, farmer of Germantown, Tenn., can't get away with even a hindquarter at one sitting. He can, however, emulate the ancient Greek athlete to the extent of lifting an 800-pound bull (*left*). He began with a 35-pound calf, lifting it daily, his strength increasing as the bull grew.

ALFRED HOLDEN

Forest Hill, Tenn.

INVISIBLE FINISH LINE

Sirs:

Designed by Lorenzo del Riccio, a camera that may put an end to all photographic-finish disputes has been in operation at Del Mar's track in California with such success that race tracks throughout the country are making inquiries with a view to establish the winner of races beyond question of doubt. The finish of a Del Mar race, exactly as caught by the camera, is reproduced above. No finish line appears in the photograph. In fact, no finish line is needed. Del Riccio's new camera, fitted with a special lens, was focused on the actual finish line and soldered in place under supervision of the Del Mar County Surveyor. The split second the nose of the winning horse enters the field of the camera lens—which can "see" only through the narrow slit in the lens's hood—an exposure is made. Each horse is photographed as it in turn comes into range of the camera lens, the effect being a strung out picture of the race finish seen above.

As each horse finishes, the exact time is recorded on the negative. That is not a white rail you see at the bottom of the picture. Each white upright, resembling a fence post, represents the passage of one-fifth second in time.

R. C. SAMUELSEN

Pasadena Post
Pasadena, Calif.

NEVER TASTES WATERY

when you mix your Collins with this "Soft-Stilled" Gin

Those long gin drinks don't have to get watery. Use Seagram's—and that "last inch" tastes rich as the first sip.

"Soft-stilling" does it. The rich full flavor is *deeply infused* by Seagram's "soft-stilling" method. Even a big batch of Martinis keeps rich, despite melting ice.

Try This Test Yourself: Pour a teaspoonful of Seagram's Gin into a large glass of water. Stir it. Smell it. Taste it. You still get that full-bodied flavor—even when it's diluted 16 to 1.

Seagram's KING ARTHUR Gin

IT'S "SOFT-STILLED"

GIN JULEP

Place 15 mint leaves in a 14 oz. glass. Add 1 heaping teaspoon sugar. ¾ oz. plain water. Muddle gently to extract mint flavor. Add fine ice to half filled glass. Pour 2 ozs. Seagram's King Arthur Gin over ice. Stir constantly, holding glass at base. Add more ice to fill glass and continue stirring until glass frosts. Place bouquet of mint, stems down, on finished drink. *Copyright 1937. Seagram-Distillers Corp., Executive Offices: New York.*

Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

Advertisement

THE EASY WAY TO REDUCE

says lovely Marion Talley

Follow the Hollywood Habit

1. Exercise Moderately. "You can reduce without exercising strenuously", says Miss Talley, "if you remember to follow Rules 2 and 3."

2. Eat Sensibly. "Starvation diets are out", says Miss Talley. "This plan permits you to lose pounds and still enjoy most of your favorite foods."

3. Eat Ry-Krisp at every meal. Ry-Krisp wafers satisfy the appetite, taste delicious and contain only 20 calories each.

Ry-Krisp, Scandinavian style bread, has a tangy flavor no appetite can resist. Put a plate of toasted Ry-Krisp wafers on the table tomorrow morning and notice how quickly they disappear. Serve Ry-Krisp with light luncheons, with hearty dinners—have some handy for between-meal nibbling.

Crisp and crunchy, with the tantalizing goodness of whole rye, this nourishing bread adds zest to any meal, any occasion. Begin today to enjoy Ry-Krisp morning, noon and night . . . not only because it gives you freedom from figure-worries but because it's a wholesome food for the whole family.

PICTURES TO THE EDITORS

(continued)

HANDSOMEST JAPANESE

Sirs:

Here is a shot of the youth who has just been chosen the handsomest Japanese by an international committee of Japanese-American newsmen. He is Kiyo Tashiro, known as the Japanese King of Jazz, radio singer, actor and one of the world's foremost jiu-jitsu experts. He once attended Harvard where he was a crack athlete, now attends the University of Cincinnati preparing for medicine. Mild looking, he is a tough man to pick on. He is the first son of world famous Dr. Shiro Tashiro, one of the few Japanese on list in *Who's Who in America* (1936–37). He has been a caddy, radio star, student and factory hand. He is in love with a Cincinnati nurse, who, he says, doesn't know he exists.

ROBERT BRADLEY
Woods Hole, Mass.

SUNBURN

Sirs:

Enclosed is a picture of "Barked Shins." The peeling occurred about six days after being "Sunkist" for one and one half hours on Miami Beach, Florida.

ROBT. WHITTAKER
Pittsburgh, Pa.

TOAD AND TUATARA

Sirs:

When my pet horned toad caught sight of the picture in LIFE for July 26 of New Zealand's tuatara posed with its chin on a rock it immediately assumed a like posture.

You may see by the accompanying photograph that while the horned toad may not have a third eye, he has a good deal of poise and character. He is a well-mannered friendly little fellow, and not at all puffed over his family history which dates from almost as early times as that of the tuatara.

HARRY PEDERSON
McAllen, Tex.

Advertisement

1,500,000 NOW BUY Look

THE IRRESISTIBLE PICTURE MAGAZINE

★

FIRST ADVERTISING WILL APPEAR IN Look

ISSUE OF NOVEMBER 9.. ON THE NEWSSTANDS OCTOBER 26!

WITH 200,000 to spare, Look now announces 1,500,000 circulation. 1,713,000 people went to the newsstands and paid $171,300 for the issue of Look dated July 20.

This is a spectacular figure, and even more so when you know that 1,713,000 people bought Look at 10c a copy *because they wanted it.* All this was voluntary newsstand sale. No boy salesmen, no subscription canvassers, no contests, no subscription premiums!

This unprecedented circulation record not only confirms a vast, and as yet unmeasured, public enjoyment of pictures, but also stands as a genuine tribute to Look's unusual editorial technique of *narrative-in-pictures.*

For Look has proved that interesting feature stories in all the varied divisions of human interest can be told with pictures, headlines and brief captions, *omitting other text.*

Look, with its reader interest so convincingly established long ahead of its publisher's most optimistic estimates, now opens its pages to advertising.

With the issue of November 9, on the newsstands October 26, the first advertising pages will appear in America's irresistible picture magazine.

In the meantime, Look will continue to furnish its vivid, sparkling type of pictured entertainment to more and more interested readers. More and more you'll hear it said *Look is going to town!*

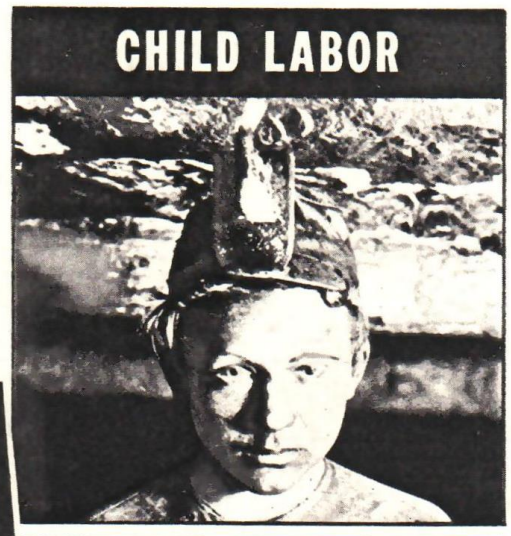
Look, *Incorporated,* Des Moines, Iowa

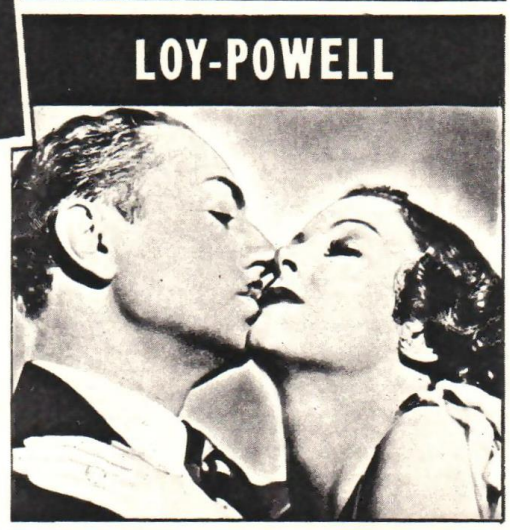
ADVERTISING OFFICES:

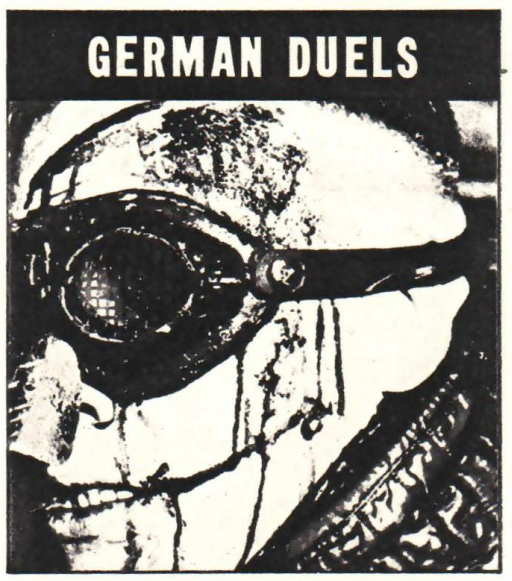
NEW YORK: 551 Fifth Avenue • CHICAGO: 333 North Michigan Avenue
DETROIT: General Motors Bldg.

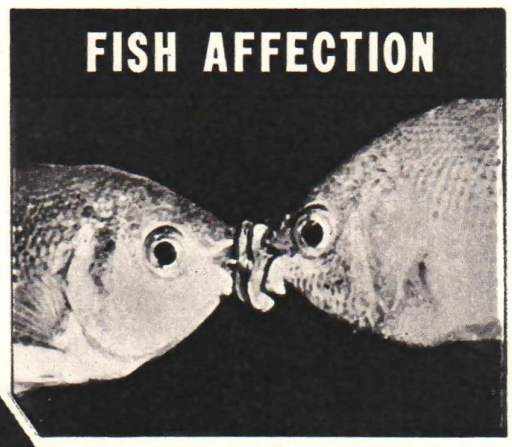
Look

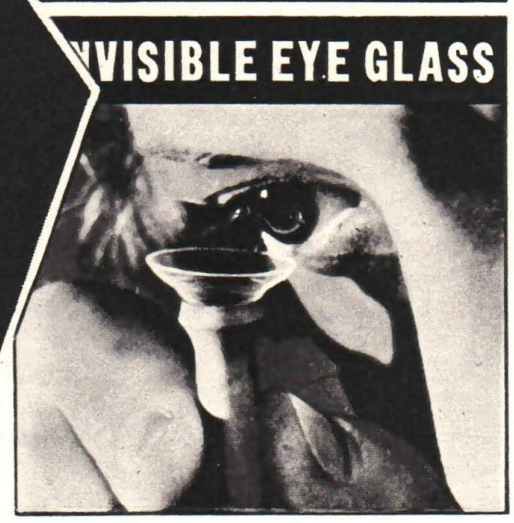
EVERY PAGE A PAGE OF FEATURES LIKE THESE

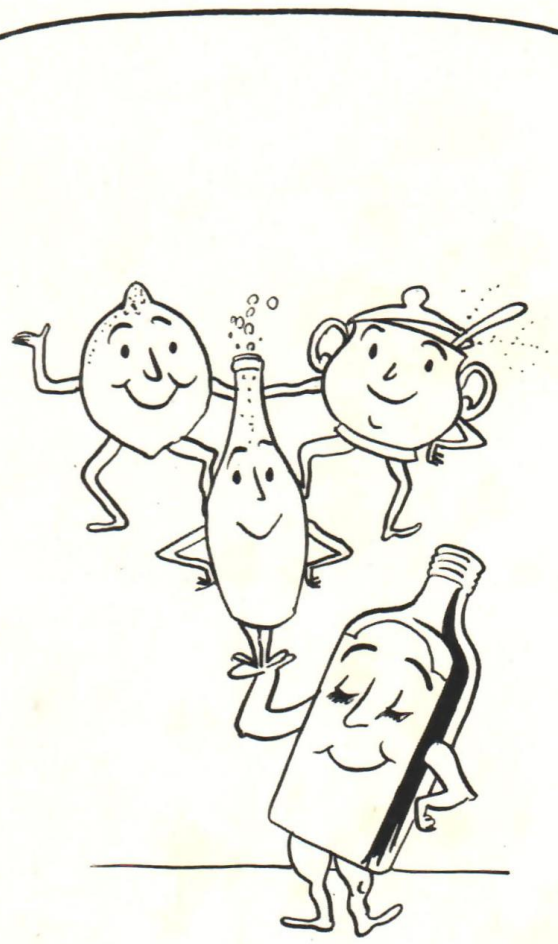












Does it mix?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

THE REAL AMERICAN MIXER
90 PROOF
4/5 Quart

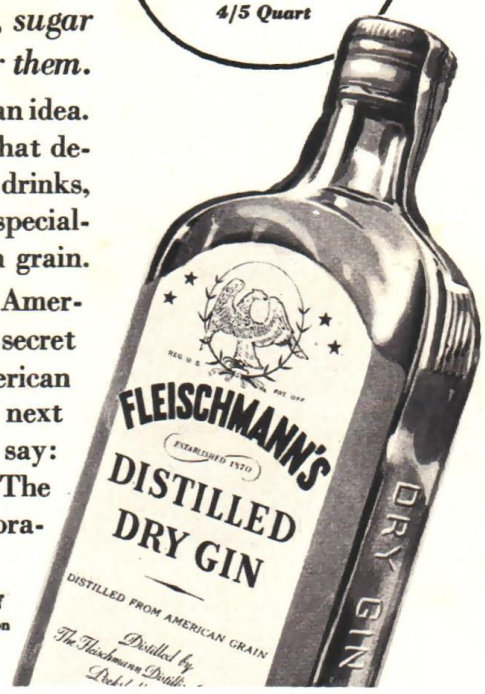
A MIXING GIN *must play the "strong man" in a really smooth Tom Collins. Its flavor should* support *the lemon, sugar and soda—never overpower them.*

Mixed drinks are an American idea. To meet the American taste that demands smoothness in mixed drinks, Fleischmann's Gin is distilled especially for *mixing*—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And next time you order a Tom Collins, say: "Make it with Fleischmann's." The Fleischmann Distilling Corporation, Peekskill, N. Y.

Also Fleischmann's Sloe Gin, 65 Proof

Copr., 1937, by The Fleischmann Distilling Corporation



PICTURES TO THE EDITORS

(*continued*)

PRODUCT OF IMAGINATION

Sirs:

Our reactions to the July 12 issue of LIFE were favorable until we reached page 90, which carried pictures of Andy Wheat, captioned "Andy Gump in Person," together with a letter from John L. Warner, of Watertown, N. Y. You may or may not know that the Chicago *Tribune*-New York *News* Syndicate, Inc. owns the comic feature "The Gumps," in which appears the character "Andy Gump." We would like to call your attention to the fact that Mr. Warner's story of "Andy Gump in Person" is without basis in fact. Sidney Smith created the comic character "Andy Gump" about twenty years ago, and this character was entirely the product of his own imagination. We have in our possession a recent affidavit from Dr. Thomas Smith, of Bloomington, Illinois, (not Bloomingdale) that neither he nor his brother, Sidney Smith, ever met Andy Wheat until about four years ago.

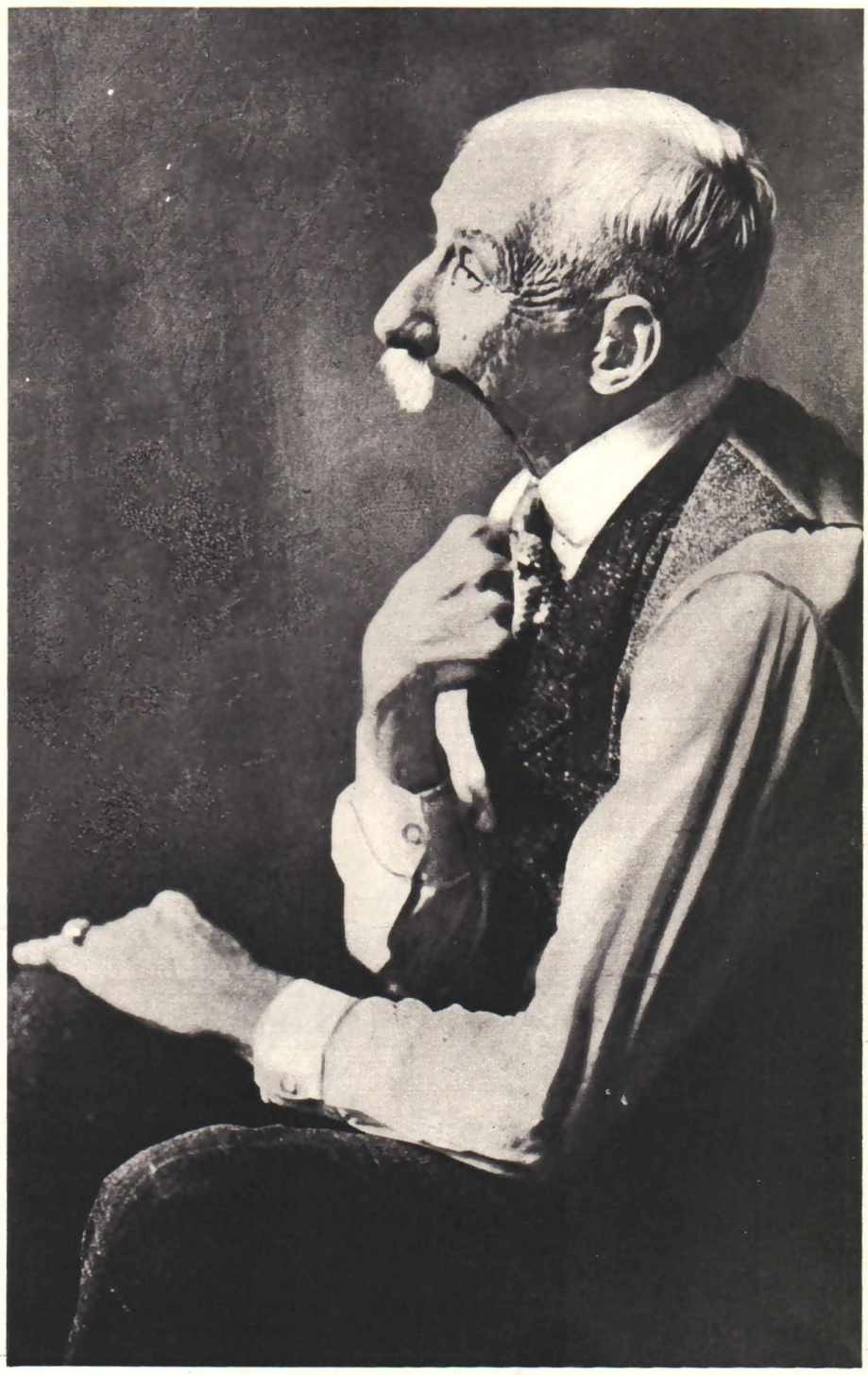
This is not the first instance of a claim to the honor of being the original "Andy Gump." A few years ago another person put forth this claim, but his claim was thoroughly discredited. We have heard that there are others who have put forward similar claims. We are enclosing herewith a picture of one such person. This might be of interest to such of your readers who have followed the adventures of the man who "wears no man's collar." Which individual bears the closest resemblance to Sidney Smith's brain child is a matter of individual choice. We know that none of them bear such resemblance.

We assume that Mr. Warner's pictures were published without knowledge on the part of the Editors of LIFE of the real facts, and we therefore request that the Editors of LIFE give this communication equal prominence with the pictures appearing in the July 12 issue.

ARTHUR W. CRAWFORD,
General Manager

Chicago *Tribune*-New York *News* Syndicate, Inc.
Chicago, Ill.

The picture below, submitted by Mr. Crawford, is of David Hoag of Canandaigua, N. Y. who died two years ago—ED.



Over and Over again

. . . in offices where all else is modern and efficient, names and addresses and related information are tediously rewritten by hand on all sorts of forms as in the long, long ago. And in the same out-dated way, standard specifications, instructions, descriptions and other frequently-used data are written again and again. Thus the wheel of expense revolves. Thus employees are kept from more profitable work.

Whether your business is large or small, *Addressographing* will quickly make big savings in necessary repetitive work . . . by making possible simpler and more efficient systems; by speeding up routine; by stopping mistakes; by stepping up sales and collections. ★ Always accurately and *10 to 50 times faster* than hands, Addressograph writes names, addresses, information, instructions or other facts and figures on employees' pay forms and Social Security records, reports and receipts . . . on ledger pages, statements and other accounting and collection forms . . . on advertising and selling literature to be mailed . . . on stockholder records and dividend checks . . . on factory production and shipping forms . . . on stock records and inventories . . . on publication wrappers . . . on ALL KINDS of office, store and factory forms and communications. ★ The Addressograph line includes new, improved, expense-reducing machines in three classes: hand-operated, electric and super-speed automatic models. Write on business stationery for a free copy of "Business Short Cuts" . . . a 152-page book of Addressograph methods and machines.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION, *Cleveland, Ohio*

ADDRESSOGRAPH-MULTIGRAPH of CANADA, Limited, TORONTO • SALES AGENCIES IN PRINCIPAL CITIES THROUGHOUT THE WORLD

Rewriting over and over by hand is wasteful

IT'S *"GOOD BUSINESS"* TO ADDRESSOGRAPH

Rosie Rieffenach, premier bareback rider of Ringling Bros. and Barnum & Bailey Combined Circus, enjoys her Beech-Nut Gum.
Frederic Stanley
Illustration used by permission of Ringling Bros. and Barnum & Bailey Combined Circus.

The act that is "always refreshing"

BEECH-NUT GUM

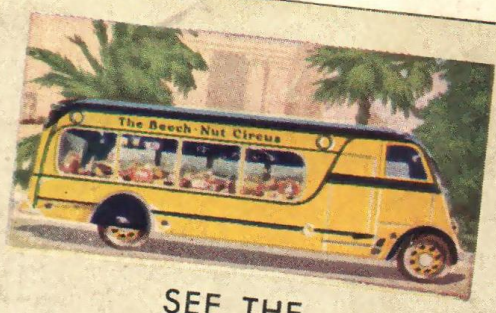
Most popular flavor of gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor!

BEECHIES

Gum in a crisp, candy coating . . . doubly delightful that way! Peppermint, Spearmint, Pepsin!

ORALGENE

The new firmer texture gum that gives your mouth much needed exercise. "Chew with a purpose!"



SEE THE

BEECH-NUT CIRCUS

Biggest Little Show on Earth!

A mechanical marvel, 3 rings of performers, clowns, animals, music 'n' everything! Now touring the country. Be sure to see it when it visits your city.

1-737-Z-530611 FEB-38